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# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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Published Weekly. Subscription Price: $2.00 per year (Non-Members $5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10 DETROIT, MICH., APRIL 7, 1936 No. 14


# TWENTY-SECOND ANNUAL CONVENTION OF THE MICHIGAN SOCIETY OF ARCHITECTS

## HOTEL PANTLIND

### GRAND RAPIDS, MICHIGAN

### MARCH 13—14, 1936

*As Reported by Cornelius L. T. Gabler, Secretary*

**First Day, Friday, March 13, 1936**

The opening business session was called in Room 222 of the Pantlind Hotel.

The meeting was called to order by President Clair W. Ditchy at 11:30 A. M. In his introductory remarks, he said,

"My dear friends:

"We are met here under most auspicious circumstances. We assemble today for the Twenty-Second Annual Convention of the Michigan Society of Architects in a city whose reputation is inseparably linked with hospitality. Hospitality in this day of enlightenment is not only a disposition or attitude of mind, it has physical aspects as well. Hospitality must offer physical comforts to parallel the graciousness of the spiritual welcome.

**Architects' Luncheon**

**INTERCOLLEGIATE ALUMNI CLUB**

**13th Floor, Penobscot Building**

**Tuesday, April 7th, 12:30 p. m.**

"In the advancement of these physical comforts, Grand Rapids is a name to be conjured with. Its fame as a furniture city has gone far and wide. It may well claim the title of 'The Furniture Capital of America.'

"In these days when traditions are being rudely and ruthlessly broken; when architecture, modes of living, forms of government, manner of speech, of dress, of everything is subject to change without notice, it may be reactionary but nonetheless comforting to find solace in a time-honored custom. I refer to the custom of receiving the keys to the City, or its equivalent.

"We assemble here as guests of a great city. Now comes one Peter Kaamerade, personal representative of the Mayor of Grand Rapids, and Commissioner of Public Service, to bid us welcome. I take great pleasure in introducing Mr. Kaamerade."

Mr. Peter Kaamerade, the representative of the Mayor, and Director of Public Service in Grand Rapids, had the following to say:

"Mr. President and Gentlemen: It is a great pleasure to us to have you with us and on behalf of the Mayor and the Citizens of Grand Rapids, it is my good privilege to bid you welcome to our city. This is not the first time that we have played host to you architects and we hope this occasion will be a repetition of the pleasurable visits of the past. If there is anything we can do to make your stay in Grand Rapids more profitable or more enjoyable, we want you to feel free to command us. We earnestly hope that your deliberations here will

(Continued on Page 5)

**DETROIT CHAPTER, A. I. A.**
**PRE-CONVENTION MEETING**

*Tuesday, April 7, 1936*

at the

**Intercollegiate Alumni Club**

DINNER AT 6:30 P. M.

**This will be a Pre-Convention Meeting at which time delegates to the Convention at Williamsburg will be elected.**

**Many important matters to come before the Convention will be discussed.**

**ARTHUR K. HYDE,**
**Chairman, Program Committee.**

## BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

**Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer; Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley**
**Edwin J. Brunner, Secretary.**

**439 Penobscot Bldg., RAndolph 5500** **Edited by E. J. Brunner**


# NEWS FROM THE FRONT LINES

PICNIC: Put-In-Bay, June 25—A big whole day's full measure meet and mix for architects, contractors, suppliers, engineers, and other men in the industry. We are preparing a good time under the direction of Fred Sumner, chairman of the entertainment committee.

BOWLING: Season ended with singles and doubles and a big party for the bowlers and the board of directors at the Detroit Leland Hotel. The Millers finished first and the Harrimans second. Winners in the singles: Richard Bruny, William Seeley, Clarence Geyman, Darwin Gothro. Winners in doubles: Walter Trowell and John McGarrigle; Walter Gieseking and Charles Sestok; Cecil Darling and Ralph MacMullan. Season under chairmanship of Clarence Geyman.

GOLF: Bill Seeley, our eighth year golf chairman, is making bigger and better plans and consulting oracles and weather diviners. He's raring to go, boys, and so are we all.

BUSINESS: Business with members campaign is on a "plateau" of achievement (look this up in any good text on psychology).

BUYERS' GUIDE: The publication of a pocket sized BUYERS' GUIDE classified listings of building products and services is now under way. Contracts for listings are in the mail this week. Considering such facts as acceleration in business; new names in business; new architects and builders without any built-up files, this will be a Godsend. Architects on first hearing of it have asked how soon we can have it put out.

## THE POET'S CORNER

*(Note to Mr. Sukert: No 'spersions)*

Stimulated by the beautiful lyrical tribute to Grand Rapids by Frank Wright which appeared in the issue of March 31, I went into the silence and emerged three days later with a bad case of double pneumonia, a ticket for parking in front of a fire hydrant and the following touching poem, one that will tug at your very heart strings, Talmage. I am going to send you one every week, and it will do you no good to keep changing your address and pretending to the letter carrier that your name ain't Hughes. Time Marches On.

ROGER ALLEN.

*Hymn celebrating Mr. Lancelot Sukert, the strong silent man of the FHA office, together with a timid suggestion as to a means of making Mr. Sukert's character even more estimable, if possible:*

Lancelot
Needs a kick in the pancelot.

## ANN ARBOR SOCIETY OF ARCHITECTS TO MEET WITH ALLIED CONSTRUCTION INDUSTRIES

The Ann Arbor Society of Architects and the Allied Construction Industries will hold a dinner meeting Tuesday night, April 7th at 6:30 P. M. Prof. Wells I. Bennett will be the principal speaker for the evening. His topic will be "Housing Experiments in Modern Construction."


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## THE LANDSCAPE ARCHITECT

Emerson wrote "We ascribe beauty to that which is simple; which has no superfluous parts; which exactly answers its end; which stands related to all things; which is the mean of many extremes." The wise landscape architect could well use these lines as a definite rule to follow in the creation of his living pictures, for truly living pictures they are, painted with the forms and colors provided by nature. Yet how very often do they become grotesque monstrosities due to the ignorance of the would-be landscape gardener or the over zealous nursery stock salesman, both of whom, obsessed with the one idea of greater profits through the sale of more shrubs and trees, are inclined to plant and overplant until the average home grounds resemble a badly planted public park. The foundation areas are choked with trees and shrubs that in a few years overgrow themselves to completely swallow up the building and also most successfully destroy the architectural beauty that the architect strived to create. This condition being prevalent there seems every good reason for the ethical architect being loathe to call for or recommend the services of one who, ignorantly, of course, yet none the less deleterious, plays havoc with his carefully designed home.

This naturally brings up the question of the Landscape Architect. What is he and where does he fit into the picture in co-operation with the architect? He is not the man who, after working several days with a grading and sodding contractor, has some cards printed "Landscape Gardener" and starts out flim-flamming the public. This type has no more conception of design and proportion than has the high school draftsman of French Directoire style in architecture. The nursery stock salesman who promises free landscape plans as a premium for purchasing the plant material from his concern is no more a landscape architect than the former. This deal is the same as a building supply house offering to design and build a home for the party buying the material from them. True, they could build a house but by no stretch of the imagination would it come close to fitting the needs of the owner. Nowhere would it reflect the personality of the people who were to live within it nor would it possess any individuality. These most necessary factors along with many other can only be taken care of by the skilled architect having only his client's interest at heart and no outside connections advising him as to just what to specify.

The landscape architect must have a complete knowledge of design, proportion and perspective. He is thoroughly informed on the different styles of architecture and knows the proper treatment for each. He knows soils and the proper materials to plant in them, also the methods of changing soil conditions to fit the stock available. He knows the weather of the locality and the effect on plants to be used. He is thoroughly familiar with countless numbers of trees, plants and shrubs; knows their habits, blooming period, ultimate height, colors, texture of foliage, manner of growth and seasonable changes. He also knows the available sources of supply (for example: In our office are listed over 20,000 varieties of plants from nearly 2,000 sources. These listings are the result of years of surveilance and are so arranged that any required item can be located on a moment's notice).

The garden designer is an expert in color harmony and values. He knows just what to use to make a cold wall warm or a hot corner cool. By the adroit use of perspective he makes the grounds appear smaller or larger according to its needs. He frames pleasing vistas and blocks out displeasing areas. He accentuates the good points in the design created by the architect and blends the house artfully with the surrounding countryside. He is not only willing but eager to co-operate at all times with the architect and many annoying problems can be quickly cleared up by a few simple suggestions. It is a good plan to have the assistance of the garden designer from the very first plans. By knowing what and where the planting are located much unnecessary work will be eliminated. The grades will not have to be changed once they are finished; there will be no rubbish to be dug out once the planting has actually been started and material can be leisurely compared and selected which will result in a better job all the way round.

A house can be beautiful or commonplace; it can be ordinary or possess untold charm and character. Catalogs, flower shows and nursery salesmen can all help to buy plants but only the skilled designer can assist in perfecting the picture of the architect's true objective. After all a home can be no better than its landscape and the landscape architect is never happier than when assisting the architect in the attainment of artistic perfection.

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The Weil-McLain Company of Chicago, one of the largest wholesale distributors of plumbing and heating supplies in the middle west, has been appointed distributor in the Chicago territory for the Plumbing Ware Division of the Briggs Manufacturing Company, it was announced by Don D. Smith, director of sales for the Detroit manufacturer.

The new distributor will handle the complete line of Brigsteel Beautyware, which includes bath rooms, safety bath tubs, laundry tubs and kitchen cabinet sinks, Mr. Smith said.

The Weil-McLain Company, which has plants at Michigan City, Ind., and Erie, Pa., also manufactures steam and hot water boilers and radiation. The company's general offices and warehouses are at 641 West Lake Street, Chicago, while branch sales rooms are maintained at 8335 South Halsted Street, Chicago, and 101 First Ave., Maywood, Ill.

The company was organized in 1920 as a consolidation of Weil Brothers and the J. H. McLain Company. Benjamin Weil is president; Martin Weil, vice president; Almer Weil, secretary, and Joseph Piraux, general sales manager.

Mr. Smith said that the Briggs Plumbing Ware Division now has more than 300 major jobbers and distributors throughout the United States. The Company is operating on a 24-hour daily schedule with three shifts to meet orders for the lighter weight formed metal ware.

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# ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened, contracts will not be let until May 1.

**Same.**—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will not be let until April 1.

**Same.**—King Howe Co., 2114 Book Tower, owners. Taking figures on job located at Lasher Road near 6 Mile Road.

**Same.**—Plans on store building, East Warren and Outer Drive. Warren-Outer Drive Corp., owners. Figures due April 3.

**Same.**—Preparing plans for 2,000 seat theatre and store building.

**Same.**—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

**Same.**—Trenton Theatre, Trenton, Mich. Bids closed.

**Same.**—Bids closed April 6 on Rialto Theatre.

**Bennett & Straight**, 13526 Michigan Ave., OR. 7750.—Plans for 1,200 seat theatre, Mt. Pleasant, Mich. Ready for bids shortly.

**Same.**—Preparing plans for 2,000 seat theatre, cor. Warren and Miller Rd. Further details shortly.

**Same.**—Preparing plans for 1200 seat theatre to be known as Northtown Theatre, located at 7 Mile Road and Van Dyke. 80x120, 2 shops. Offices on second floor.

**Burrowes, Marcus R.**, 415 Brainard.—Plans for school building, Starr Commonwealth for Boys, Albion, Mich. Fire-proof construction, reinforced concrete, steel and gypsum slab roof, face brick, asbestos cement tile roof, linoleum floors, steel sash, steam heat, usual school equipment. Completed about April 4.

**Confer, Earl L.**, 18970 Grand River, RE. 2714.—Contracts on residence, Avon Road, Rosedale Park: Excavating, Fred Grimit; plumbing, J. D. Naylor; masonry, Curt Engling; carpentry, Frank Faulkner.

**Same.**—Preliminary drawings on Methodist church, Berkley, Mich.

**Same.**—Preparing plans on residence, Artesian Drive.

**Same.**—Preparing plans on residence, Piedmont Ave.

**Same.**—Preparing plans for Doctors' and Dentists' Clinic, Grand River Ave.

**De Rosiers, Arthur**, 1414 Macabees Bldg., CO. 2178.—Residence for Mr. Arnold W. Jacquemain. Contract let to Otto Sauer Co.

**Same.**—Contract on church and school building, Kalamazoo, Mich. let to John Pionke Co., Kalamazoo, Mich.

**Derrick & Gamber, Inc.**, 35 Fl. Union Trust Bldg., CA. 3175.—Grace Evangelical Church. General contract let to Talbot & Meir.

**Diehl, Geo. F.**—Boiler House, Trenton Valley Distillers Corp. Bids in. Contract to be awarded this week.

**Same.**—Preparing preliminary drawings on Warehouse No. 6. 6 stories, 85x210.

**Dise, J. Ivan**, 2631 Woodward, CA. 4789.—Residence, Westchester Road. Bids closed.

**Hughes, Talmage C.**, 120 Madison Ave., CH. 7660.—Taking bids on residence, Barrington Road. Owner, Harry Beck.

**Same.**—Preparing plans for residence, S. E. corner Balfour Road and Bremen.

**Same.**—Preparing plans for residence, Golf Club Sub.

**Same.**—Preparing plans for two residences on Meadow Lane.

**Same.**—Associate architect on residence, Sherwood Forest.

**Jameson, L. B.**, 8580 Jos. Campau, MA. 9146.—Taking figures on residence for Dr. Klinger, McKinley Road. General contract let to Roy Luchenfill.

**Same.**—Preparing plans for residence, Oakman Blvd. Ready about April 10.

**Same.**—Plans for residence, Oakman Blvd. Ready for bids about April 10.

**Same.**—Revised plans on store building, Van Dyke and Harper. Ready for bids April 7.

**Keyes, Hugh J.**, 747 Free Press Bldg., RA. 7415.—Plans for residence. Owner, L. H. Buhs. Location, Lockmoor Blvd.

**Kuni, Wm. H.**, CA. 8550.—Residence, Pickford Ave. under construction.

**Same.**—Taking bids on Colonial residence, Pleasant Ridge.

**Same.**—Bids closed on two family flat.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—16 apt. bldg., Merrill-Palmer Subdivision. Bids closed.

**Lewis, I. M., Inc.**, 816 Ford Bldg., RA. 4724.—2 story reinforced concrete factory for Allen Industries, Inc., Leland Ave. Contract let to Fullerton Construction Co.

**Merrit & Cole, LO. 2483.**—Plans for Salem Lutheran Church completed, Iroquois and E. Forest Ave. 65x117. Cost about $95,000. Building operations will be started about Aug. 1.

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**O'Dell & Rowland**, Associate Architects, **Smith, Hinchman & Grylls**, Engineers.—Preparing plans for remodeling of St. John's Church, corner of Woodward and Vernor Highway.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Preparing sketches for swimming pool and bath house for Grosse Ile Country Club. Hunter type, with sand beach, pools 80 ft. radius; bath house 30 ft. x 72 ft., frame, showers, toilet and lockers.

**Schley, Cyril Edward**, 605 Lafayette Bldg., CA. 8499.—Residence for Dr. Wm. Streit, Warrington Drive, Palmer Woods. Mason let to C. B. Hawkins.

**Same.**—Figures on alteration to office and factory for Unitor Corp., 5419 Federal St. Contracts affected are plumbing and heating, sprinkler, carpentry, electrical work, plastering, painting, glazing contracts to be let this week.

**Same.**—Brick veneer residence, Ward Ave. Mason let to C. B. Hawkins.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg., RA.8825.—Preparing plans for alteration to Central M. E. Church. Ready about April 3.

**Same.**—Preparing plans for school for Children's Home, Mt. Clemens, Mich.

**Same.**—Preparing working plans for Graduates' School, Rackham Memorial, Ann Arbor, Mich.

**Weeks, Harry F.**, 133 E. Drayton, Ferndale.—Taking bids on residence, 24x36, B. V., Norwood Sub, Royal Oak.

**Same.**—Taking bids on residence, 40x44, B. V., Sherwood Forest, for Dr. A. O. Brown. Plans of both on file at Builders' and Traders' Exchange, Detroit.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Plans completed for store building for Wm. Kreger. Taking bids shortly.

**Same.**—Plans for store building for Peter Sanders, Gratiot Ave.

**Same.**—Addition and remodeling of building, Woodward Ave. 24 bowling alleys. Plans completed shortly.

## ANNOUNCEMENT OF REMOVAL

Earl L. Confer announces removal of his offices from 18970 Grand River to 14601 Grand River, cor. Hubbell Ave.

## TWENTY-SECOND ANNUAL CONVENTION OF THE MICHIGAN SOCIETY OF ARCHITECTS

(Continued from Page 1)

be attended by much success and that the coming year will be one of great prosperity not only for your Society but for each one of you individually. "Thank you."

President Ditchy appointed Mr. A. L. Tront and Professor G. M. McConkey as tellers for the election of officers.

Messrs. Alvin E. Harley and George F. Diehl were appointed to audit the treasurer's report.

The President asked for a motion that the minutes of the Society be approved as they appeared in the Weekly Bulletin of the Michigan Society of Architects dated March 10, 1936. A motion by Mr. Lancelot Sukert, seconded by Mr. Harley, was carried.

President Ditchy read several communications from the following members who were unable to attend the convention: W. G. Malcomson, H. A. O'Dell, Carl Kressbach, Joe Stewart.

Invitations to call on them came from the following concerns in Grand Rapids: Grand Rapids Gas Light Co., Century Furniture Co., Grand Rapids Plaster Co., Grand Rapids Paint and Enamel Co.

The President asked the members and guests present to stand in reverence to the members who had died during the past year, and read the following names: Clarence L. Cowles, William B. Ittner, S. F. Osgood, W. K. Rindge.

President Ditchy then gave his Annual Address to the convention as follows:

"Gentlemen, we meet this year with more sanguine hopes than we have been warranted in entertaining for many years. There are unmistakable symptoms of a general resumption of building activity and coupled with this, we find our position as a professional group greatly strengthened. The value of architectural services has been more fully recognized and wider publicity has been given to it than was ever before the case.

"I believe that a great opportunity confronts us, and it lies with us to either take advantage of it or to allow it to pass us by. The movement toward a more general appreciation of the architect has been well started, it has been given that initial impetus, that momentum which is always so difficult to supply, and there now rests for us only the comparatively easy task of 'keeping the ball rolling' and increasing its velocity.

"It is true that a larger part of the public is architecturally minded today, that more people are receptive to the idea of retaining an architect for any building enterprise. But architecture will be more widely accepted or appreciated when we interpret it in the spirit of the times. It must be something which they with their modern equipment for thinking and doing, can readily understand, and therefore appreciate.

"In addition to this, however, we must take cognizance of the attitude of the average man. A

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modern tradition has arisen in all of the transactions which he is called upon to make. Sales psychology practiced expertly and subtly and in many forms has moulded the attitude of the average person toward any business dealing and it is therefore natural for him to use the same manner of approach in his dealings with an architect. We can hardly expect him to do otherwise, and I believe that a frank recognition of this condition will lead the architect to a far greater sphere of usefulness.

"I am not counselling the abandonment of ethics or professional poise. But I feel that it is neither fair to ourselves nor to the profession and art whose welfare rests in our hands to sit supinely by and allow so large a part of the public to go astray in their architectural ventures.

"I regard it as cowardly and certainly most inefficient and unbusinesslike to depend entirely upon others to do our missionary work for us. Who of us has not carefully refrained from publicity of one sort or another only to greet with enthusiasm the same publicity undertaken for us by others?

"Our attitude in these matters is a tradition as old and possibly as ill-suited to our present scene as the classic architecture with which the architect reversed the oft-quoted Biblical phrase of 'driving the money changers from the temple' by building temples around the money-changers.

"In order to promote the cause of better architecture there must be a concerted effort to accomplish three main objectives:

"1. Public education. In this the architect must take an active role as contrasted with the passive attitude he has manifested in the past.

"2. A militant campaign to guard the rights of the profession and consequently of the public.

"3. Internal education which will raise the standards of practice and give definition and entity to what we term good architectural practice.

"These objectives may be reached only if every one does his part. The officers alone cannot accomplish it. In addition to this some way must be devised to raise funds with which to carry on the work of the Society. There should be a paid secretary who could devote his entire time to the affairs of the profession. This is too great a task to impose upon the voluntary efforts of the officers and committeemen. Regional meetings which will be discussed during the Convention offer another means of promoting an exchange of ideas and furthering the raising of standards in practice. Also a closer cooperation with other groups in the building industry will strengthen the position of the architect.

"I bespeak for those who will assume the duties of administration during the coming year, a hearty support. Resumed activity will bring with it a possible aggravation of problems which have lain dormant during the depression. An active prosecution of the aims of the Society will be necessary if we are to consolidate the gains which we have made and which others have helped us make in the public acceptance of the architect."

The President called for the report of the tellers. Mr. Tront read the results.

*(Names of officers and directors elected appear on the heading of this issue of The Bulletin.)*

Mr. Sukert's motion that the meeting be adjourned was seconded by Mr. McConkey and passed at 12:30 p. m.

Members and guests were taken by bus to the American Seating Co. for luncheon. Our new President, Andrew Morison, presided. He thanked our hosts for their hospitality. He called on Mr. Edderley, their advertising manager, who gave us interesting facts of the seating industry. Thereafter, we were conducted through the plant.

**Second Session, March 13, 1936**

The meeting was called to order in Room 222, Hotel Pantlind, at 4:15 P. M. Mr. Ditchy opened by officially turning over the chair to the new President, Mr. Andrew Morison. The meeting was called for the discussion of matters of registration.

President Morison called on Professor Emil Lorch to introduce Mr. Emery Stanford Hall of Chicago, President of the National Council of Architectural Registration Boards. Professor Lorch mentioned the length of time Mr. Hall had been associated with the Council, and the work and time he had given through his own office for the advancement of this cause.

Mr. Hall spoke on the theme, "The Primer of Professional Registration."

*(Mr. Hall's address was printed in The Weekly Bulletin of March 31, 1936.)*

In thanking Mr. Hall for his address, President Morison said that it was given at an opportune time and that it left us much food for thought. The discussion of this subject was postponed until later.

In the absence of Mr. Blythe E. Stason, Professor of Law at the University of Michigan and a graduate engineer and lawyer, President Morison called on Mr. Sukert to read the paper which Mr. Stason had given at the Michigan Engineering Society's Annual Meeting.

The paper covered three phases. First, the defects in our present registration law. Second, the model registration law. Third, his suggestions as to our approach toward the adoption of this model law by two means: through the proper legislative channels for the State of Michigan by amendments to this law which would clear up the ambiguity and conflictions of certain sections, and secondly by the redrafting of an entirely new law based on the model law.

The President thanked Mr. Sukert for the reading of the paper by Mr. Stason.

President Morison called on Mr. Louis C. Kingscott who is a registered engineer as well as a registered architect, and President of the Michigan Engineering Society.

Mr. Kingscott pointed out the work the engineers have already done for the advancement of better

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registration. He then read the resolution passed by M. E. S. at their Annual Meeting in Ann Arbor. The resolution follows.

WHEREAS, The engineers of the state of Michigan, as represented in the Michigan Engineering Society, after careful and extensive study of the Michigan statute covering the Registration of Architects, Engineers and Surveyors; and of its administration; and after consultation with the State Board charged with the administration thereof, has concluded that, with respect to the practice of engineering, the statute in its present form does not, in fact, secure for the public of this state the protection in such matters to which it is entitled and which it would naturally expect from the existence of such a statute, and

WHEREAS, Study of the engineer registration problem throughout the majority of the states of this country and of experience had in the registration of engineers in such states has resulted in the recent accumulation of a large body of information with respect to this problem, and

WHEREAS, There is now of record a so-called Model Registration Act which was prepared by authoritative individuals in the light of this study and experience; which Model has been approved as an ideal by several large national organizations of engineers; and by the National Council of State Boards of Engineering Examiners, representing the boards charged with the administration of engineer registration laws in the respective states; and which has served as a model for several state registration laws recently enacted;

BE IT RESOLVED:

1. That the Michigan Engineering Society, assembled in its Fifty-Sixth Annual Convention at Ann Arbor, hereby records its conviction that the best interests of the public of the state of Michigan will be served by an extensive modification of the existing statute covering the registration of engineers, in so far as it applies to engineers; to the end that certain other weaknesses may be eliminated;

2. That the Michigan Engineering Society, acting through appropriate channels, convey to the State Legislature the substance of this resolution; and respectfully request such modification of the existing statute as it believed to be necessary for the proper protection of the public of this state; and

3. That, in making this presentation, the attention of the State Legislature be directed to the existence of the Model Registration Act, its history and its purpose, with the request that it be given due consideration in any action that body, in its discretion, may see fit to take.

Mr. Kingscott explained that the engineers at their convention had requested that the architects make a motion to aid in the furtherance of this matter and suggested that a committee be appointed to work with the engineers in seeking the solution of the registration problem.

Following are names of the committee appointed by the engineers with whom the architects' committee will work: C. F. Hirschfeld, E. Blythe Stason, C. T. Olmstedt, V. B. Steinbaugh, Sam Jacka, Russell A. Anderson, Ed. Schaefer and E. D. Rich.

Professor Lorch moved that a committe be appointed to aid the engineering committee. The motion was seconded by Malcolm Stirton. Clair W. Ditchy pointed out the conflict with the present registration committee. Lancelot Sukert suggested that the resolutions committee make a draft to be presented at the morning session.

Mr. Kingscott suggested in reference to the time of presenting the redrafted bill that January 1, 1937 be set as the date to send it to Lansing.

Following further discussion Professor Lorch changed his earlier motion to read, "That the present standing registration committee be instructed to cooperate with the Michigan Engineering Society committee." The motion was seconded by Malcolm Stirton and passed.

Professor Lorch pointed out the need of legal advice and at the same time started a discussion by asking Mr. Hall what comprised the term "soliciting work." Mr. Hall replied that the act of printing cards or putting a name on a door is soliciting. A short discussion followed.

The President suggested that printed copies of Mr. Hall's address be compiled and sent to those interested.

Mr. Cuthbert moved the meeting be adjourned. Upon second by Mr. Sukert the motion was passed.

### The Informal Banquet

The informal banquet was held in the banquet hall of the Hotel Pantlind. President Morison spoke briefly of the future of the society. Then he called on Roger Allen as toastmaster who performed as only Roger Allen could. Mr. Ditchy introduced the speaker, Mr. Barton P. Jenks, Jr., Boston architect, Director of Oakland Housing, Incorporated—the James Couzens development in Oakland County.

"The idea behind the project," said Mr. Jenks, "is to provide homes and farms to supplement the incomes of men who are employed only part of the year, and to sell these homes on long term contracts. After careful study of the people employed in the automobile factories of Pontiac, their jobs, their average income, their family budgets, and

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"Professional Soldier"

manner of living the homes were designed to sell for approximately $4,400. Each home is placed on an acre of land, and the development laid out to contain the necessary recreational and service areas.

"The work of collecting property, designing, and building the houses has gone on for the past year and a half until now most of the homes are ready to be occupied. The project which is organized as a corporation and operated as a private business is still in the experimental stage. Other buildings will be erected as the people feel a need for them. Interest in this housing project is great among Michigan architects since it is unique in its theories and method of development." (The Grand Rapids Herald. March 14, 1936.)

**Third Session, March 14, 1936**

The meeting was called to order at 12 M.

President Morison called on Mr. Cuthbert to report on the local groups of the Society. He outlined a questionnaire sent to many architects regarding the problems of local groups. He mentioned a letter received from Mr. Harry Mead who expressed a need for an organization which might include all architects and their employees.

Mr. Sukert was called on to give the status of the Michigan Society of Architects and the American Institute of Architects. He stated that Mr. Voorhees, the president of the A. I. A., extended a cordial invitation to members of the M. S. A. to attend the Annual Meeting of the A. I. A. to be held at Williamsburg, Virginia.

Mr. Ditchy reported the present status of the Illinois and New York Societies. He said that the Illinois Society may not apply for state membership in the A. I. A. as they had planned. He expressed a hope that the New York Society might become one of the national groups within the next few years.

A discussion about local groups followed.

Mr. Mead expressed favor for local groups comprised of single or adjacent cities which might function the entire year.

Mr. Chris Steketee suggested that a committee be formed to analyze the situation, and to divide the state and so arrange it that all local groups might pursue the same line of work. Discussion followed, after which the above suggestion was changed to a motion calling for a committee to be formed to investigate the possibilities of dividing the state. Further discussion prevented the motion from being seconded.

Professor Lorch thought that it should develop from within by the formation of individual groups by themselves.

Mr. Sukert so agreed and expressed his belief that a provision of the by-laws already took care of this situation.

Further discussion was followed by a report by Carl F. Rudine, Secretary of the Ann Arbor Association of Architects, who gave a concise idea of the ironing out and carring on of their small group in Ann Arbor.

Mr. Steketee then changed his motion to the effect that the formation of local groups be encouraged and a committee be appointed by the President and charged with the duty of promoting this activity. Mr. Sukert seconded the motion—so passed.

President Morison pointed out some facts from the following letter sent to the convention by Mr. M. W. Beatty, District Manager of the F. W. Dodge Corporation:

Michigan Society of Architects,
2720 David Stott Building,
Detroit, Michigan.
Attention: Mr. Clair W. Ditchy
Dear Mr. President:

It will probably interest the members of the Michigan Society of Architects to know that during the year 1935 there were 56,346 new one and two family houses started in the 37 Eastern States, as covered by F. W. Dodge Corporation. Of this total 21,352 or 38% were planned by architects, or from a dollar valuation, 49% were planned by architects.

Home Owners' Catalogs, the new publication of F. W. Dodge Corporation, which is sent gratis to owners contemplating new homes for their own occupancy, to cost $4,000 or more, is definitely recommending to these owners that they employ an architect. May I quote a paragraph from the letter, accompanying each catalog, and signed by the Vice President and General Manager of F. W. Dodge Corporation.

> "After more than forty years of intimate contact with every branch of the building industry, our sincere advice to the family about to build is: Retain an architect. If, for various reasons you have not done so on this house, do so on the next house you build, and urge your friends to do likewise. Professional service from plan to final arrangements of furnishings and decorations will assure economy, comfort, and pride of possession."

I am loaning you a copy of Home Owners' Catalogs, along with the carrying letter so that any member may see this volume.

I would greatly appreciate the architect's full co-operation in seeing that each and every client planning a new home, receives a copy of this useful volume. Ask the Dodge Reporter for a supply of application cards.

Sincerely yours,
F. W. DODGE CORPORATION
M. W. Beatty, District Mgr.

Mr. Cuthbert moved that the by-laws be amended to read that the retiring President automatically become a member of the Board of Directors. Seconded by Mr. Sukert. Passed.

Mr. Ralph McMullen, Secretary of the Associated General Contractors, gave a talk on the bill, which they are trying to have put through, whereby all government work be done by general contract instead of by the PWA or other agencies.

Report of the committee on resolutions by Messrs. Walter Pearl and Malcolm Stirton. Mr. Pearl read the following resolutions:

WHEREAS: During the past year, the affairs of the Michigan Society of Architects have been ably conducted and the position of the architec-

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tural profession greatly enhanced through its activities,

THEREFORE: Be it resolved that the M. S. A., in convention assembled, express its appreciation of gratitute for the services rendered by the outgoing administration.

So moved by Mr. Mead, seconded by Mr. Ditchy, passed.

WHEREAS: The Twenty-second Annual Convention of the Michigan Society of Architects has been an extremely successful one, and the success of this convention has been due in great part to the efforts of the convention committee of Grand Rapids architects comprised of the following: Harry L. Mead, Chairman; E. G. Zillmer, Secretary; W. L. Rindge, Roger Allen, Walter Pearl, Pierce Lindow, John Baker, Chris Steketee, J. Vanden Bogert, Harry Cotton.

Also to Professor Emil Lorch, Chairman of the Speakers' Committee, and to Mr. George Diehl, Chairman of the Transportation Committee.

THEREFORE: Be it resolved that the M. S. A. express to these members its appreciation of their effort.

So moved by Mr. Sukert, seconded by Mr. Cuthbert, passed.

Be it resolved that the M. S. A. hereby record its appreciation of the co-operation and assistance so generously rendered by the following organizations in making this a successful convention: The Hotel Pantlind, The Convention Bureau of Grand Rapids, The Grand Rapids Builders' and Traders' Exchange, Clarence Gudnau of Murray W. Sales & Company of Detroit, George Haas of the Stran-Steel Corporation of Detroit.

So moved by Mr. Sukert, passed.

WHEREAS: The M. S. A. enjoyed an excellent luncheon and thoroughly interesting tour through the plant of the American Seating Co.,

THEREFORE: Be it resolved that the M. S. A. express its thanks and appreciation to the American Seating Co. for their courtesy and hospitality.

So moved by Mr. Sarvis, seconded by Mr. Wright, passed.

WHEREAS: The M. S. A. have been the guests for breakfast of the Ford Paint and Varnish Co. and the Grand Rapids Wood Finish Co., and were entertained with a very instructive talk on wood finishes,

THEREFORE: Be it resolved that the M. S. A. express their thanks and appreciation to the Ford Paint and Varnish Co. and the Grand Rapids Wood Finish Co. for their gracious hospitality.

So moved by Mr. Sarvis, seconded by Mr. Wright, passed.

Professor Lorch pointed out the need for a closer co-operation between architects and interior decorators. Mr. Sukert proposed a resolution that a committee be formed to study and recommend a means by which we may co-operate with interior decorators. Seconded by Mr. Steketee. Passed.

Mr. Zillmer outlined the afternoon activities which had been arranged, as well as the smoker for the evening.

Professor Lorch praised the toastmaster of the previous evening—Mr. Roger Allen. He also commended Mr. Clair Ditchy, our retiring president.

The secretary was asked to send a letter of thanks to Mr. Hall to show the appreciation of the M. S. A. for his interest in coming to the convention and his splendid presentation of his subject.

Mr. George Haas moved that the meeting be adjourned. It was seconded by Mr. Lancelot Sukert. Passed.

## PREFABRICATED STEEL HOUSES MAY BE MADE BY AUTO FIRMS

*Mr. M. L. Kuykendall, Sales Manager of the Certain-teed Products Corporation has called our attention to the following article, which appeared in the magazine, Wood Construction.*

Prefabricated steel houses soon may begin coming off the automobile industry's production line along with the beer barrels and bathtubs with which some motor body concerns now are diversifying their business according to an Associated Press report from Detroit.

"It is almost entirely a matter of bringing costs down through volume output", a research worker for one motor company said. "Our experience in mass production, and our manufacturing equipment, convince us our plans are entirely practicable."

The new houses, including plumbing and fixtures, lighting, heating, refrigerating, and air condition-

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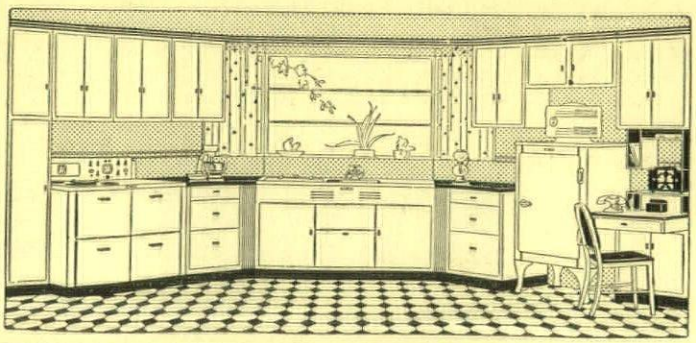

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ing equipment would be sold as a unit to be assembled quickly on the purchaser's lot. Numerous modern appliances are to be built into the houses at the factory.

Insulated steel panels produced in a variety of standard sizes on giant presses of the kind used to stamp out automobile bodies, will form a major part of the 'functional' houses. Tests are reported to have shown that panels made of two metal sheets with insulating material compressed between them are as efficient as a stone wall six feet thick in excluding heat or cold.

The panels may be utilized in any one of a number of house designs on which engineers and architects in Detroit and elsewhere are at work, and the houses subsequently could be enlarged readily by the addition of one or more standard room units.

And if present plans are carried out, the houses later may be traded in on later models just as motor cars now are.

I am trying to develop some further information regarding this rumor and should I find anything of interest I will immediately communicate with you. I would very much appreciate your advising me if anything regarding this matter comes to your attention.

---

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.


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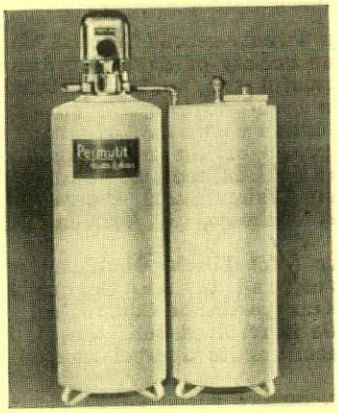


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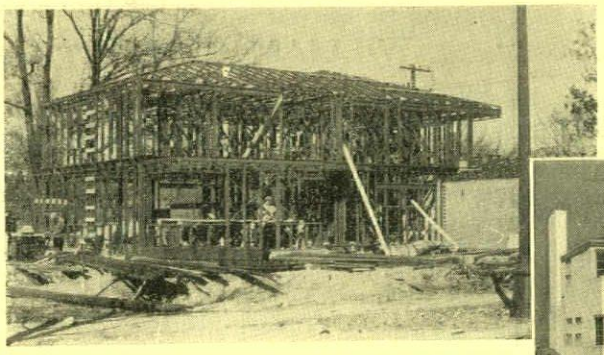

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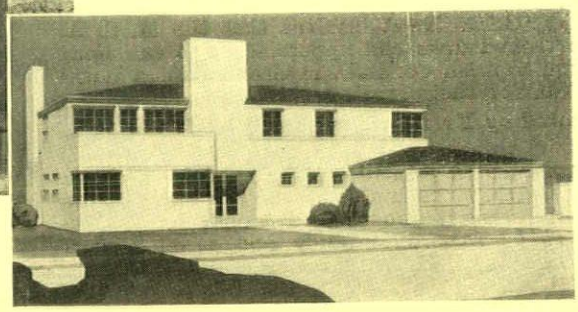

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Published Weekly. Subscription Price: $2.00 per year (Non-Members $5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10 DETROIT, MICH., APRIL 14, 1936 No. 15

# HOW DETROIT MAY PROFIT FROM EUROPE'S POST WAR HOUSING

*A talk delivered by Alex L. Trout before the Cornell Club of Detroit*

Post war building in America and Europe presents many interesting contrasts. During the last five years of our own building inactivity, we have watched Europe's progress with mingled feelings. The depression has given our American ego something of a shock. Can it be that in spite of war debts, political revolutions and upheavals, Europe has built better homes than America? I believe they have. A survey of world building since the war may show great technical progress in America, particularly in the mechanical and electrical field, but in the broader fields of planning for social progress, for better health, friendlier communities, and sounder financing—in all these, Europe has left us far behind. Perhaps their economic limitations have helped rather than hampered.

**Architects' Luncheon**

**INTERCOLLEGIATE ALUMNI CLUB**

**13th Floor, Penobscot Building**

**Tuesday, April 14th, 12:30 p. m.**

Building operations do not merely happen. There must be some motivating force; political, economic, or social, before projects go forward on a large scale. In America's building boom of the twenties, the forces were chiefly economic. The post war inflation which in 1919 doubled rentals and real estate values, gave to real estate a speculative interest that was both vicious and fictitious. The device of real estate bonds provided a financial procedure highly profitable to the promoters. So we built, with little incentive to careful study. Of course there was enough competition to make some progress. Zoning in New York produced new office building types, both practical and picturesque. Open court planning largely superseded the closed court. In educational and industrial buildings, there was considerable improvement. But in housing, which particularly concerns us, there was little new or valuable development. Some excellent individual

(Continued on Page 3)

***Architects Invited***

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*Hotel Detroiter, Thursday, April 16th*

DINNER AT 7 P. M.; PUNCH AT 6:30

**The Meeting will be adjourned promptly at 9 o'clock.**

**This meeting sponsored jointly by the National Chemical and Manufacturing Company and Fisher Wall Paper Company featuring Luminall will be in charge of Mr. Edward A. Ash. Mr. Ash will be remembered as the first one to come forward many years ago when the Bulletin was just a pup, and volunteer to act as executive vice president in charge of sales resistance.**

**At the meeting a picture entitled "Pointers to Paint Performance" will be shown.**

**Architects and others interested are invited to attend as guest of the sponsors.**

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# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

**Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer; Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley Edwin J. Brunner, Secretary.**

**439 Penobscot Bldg., RAndolph 5500** **Edited by E. J. Brunner**


## BUILDERS AND TRADERS ON PARADE

Business is complex. Detroit is too big and heterogeneous to be considered merely a family. The construction industry of this great city is necessarily a weave of many patterns; and its ramifications surprise even those well acquainted when they delve minutely into the subject.

In this once more dynamic picture stands the Builders' and Traders' Exchange; for fifty-one years the largest representative organization embracing the contracting and supplying functions of the industry.

One can read its roster and visualize the apex of the industry rising out of the whirling clouds of endeavor. Its membership is attest to the fact that in any industry there is a lesser number than the great crowd, who stand out. There are names of firms in that roster which have been front page reading matter for half a century—enduring business in an industry noted for its shifts and changes and its great chance for business oblivion. Mixed with these names are those of newer comers firm in their purpose to establish themselves through the years on firm pedestals.

An organization is meaningful simply because of its membership. Upon the membership rests the determination of any organization.

Therefore it is fitting that the Builders' and Traders' Exchange should arrange so that its membership can "go one parade." An arrangement whereby the wares and services of its members can be placed before the attention of all in the industry and as many customers of the industry as is possible.

That very thing the Exchange is attempting now in the form of a Builders' and Traders' Buyers' Guide. This book when issued about the first of May will be circulated free to every architect in the state of Michigan, engineers identified with the construction industry, to house building contractors, to the membership of the Exchange, to building and plant managers and maintenance men, and purchasing agents.

While this book will be an effective "buyers' guide" giving classified interpretation of the business of Exchange members, it will also be more than that. It will be the proper and authentic index of who to do business with. For is it not patent that if the building industry of Detroit wishes to raise standards of practice and to curb cat and dog competition, here is a starting point which is meaningful and which if used with practical application will be much more than a mere starting point.

It is true, of course, that the construction industry is highly individualistic in its makeup and temperament, but it is true also that the industry is sagacious enough to determine that once it sets itself firmly and steadfastly on the road to limit business to the field of responsibility, it will commence an upward path which can easily lead to undreamed of business success.

You cannot paint in all of such a picture with a few lines of cold type. It is enough to say that when the architects, contractors, and suppliers of this industry realize that to confine their business in every way possible to those who by their affiliation with an organization have shown at least that much industry cooperation, we shall begin to get somewhere.

There is no real lasting result obtainable by forming any so-called "ring." The idea set forth of confining business to members of the Builders' and Traders' Exchange might be construed by some as the initial advance in the formation of just such a thing—a "ring." And be it said that such a development could result if the whole matter is not treated in the right manner.

In plain words there should in any industry be some dividing line between responsibility and irresponsibility. There has to be a beginning. The course above outlined is the beginning. Start on the assumption that the Exchange through its fifty year experience really represents the responsible industry. Go further on the assumption that if any responsible firm on the ouside wants your business they can show their cooperation by coming on the inside. Without showing such cooperation they are not helping the program and when they get business they are merely keeping the program from being successful.

There is no magic about this formula. Neither are there codes or complex rules to vex, to stumble over and to be broken. Simply work to make the Builders' and Traders' Exchange the home to which there is a latchkey out to responsibility, and to have it recognized as such home. When black sheep are disclosed in the fold, they can be allowed to browse outside on lean pickings.


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Will this battle be won or lost? Neither in a day or a year. This is not a "big hurrah" process. It will take years. It is simply a process of growth. Every time a member or an architect deals with a member he builds up one brick in the structure. When he does not he tears down a brick.

## HOW DETROIT MAY PROFIT FROM EUROPE'S POST WAR HOUSING

(Continued from Page 1)

work was done, but this was small in total volume compared with European production. When the crash of '29 stopped building operations, there was not a great deal to show in accomplishment, and much that would have been better left undone.

Compared with our's, Europe's efforts were slower in starting, lasted longer, and even today, show more vitality. While they have done excellent work in every field of architecture, their housing has been outstanding. They have experimented in every type of plan, construction and financing. In our present revival, we are following much of their financial precedent, and we might well profit by their experience in other fields. They have since the war built enough dwellings to completely rehouse our ten largest cities. Five million families, live in these new, beautifully lighted, neighborhood protected dwellings, with possibilities of community life and development. All of these advantages are sadly lacking in our American cities.

A study of Europe's housing program is well worth considering. Within the limited time available, we will try to outline briefly, the history and possibilities of the accomplishment in Europe, and suggest some of their applications to our own housing problems.

Of course, the World War is the beginning of the story. Patriotic motives and political changes set the stage for action. For four years, there has been no new construction of housing, and furthermore, there had been considerable devastation. The war zones had to be rebuilt, and this started activities. While the war zone building lacked the high quality of later efforts, it nevertheless awakened universal interest. Then too, the high rate of post war marriages intensified the demand for homes. Throughout England, far away from the devastated front line trenches, the cry of homes for heroes was supported even by such a pacifist leader as Ramsay MacDonald. Everywhere it was good politics to promise that each returning soldier should have a suitable dwelling. The European soldiers' bonus took on a variety of forms—a donation of land, lower interest rates, or reduced down payments on homes. That the building operation provided the veteran with employment was so much added advantage.

But patriotic effort did not stop here. The grim war god still played quite a part. The beaten war lords of Germany, not to forget the victorious French and Italians, were still thinking in terms of cannon fodder—larger families, more children and increasing population. From their studies of the slums, there was every reason to believe that providing better housing would give the child a better chance to live—that the families with suitable homes would be larger in size and better in quality. However divergent the reasons for the enthusiasm for better housing, war lords and peacefully minded citizens alike gave united support to the movement.

These motives characterized the activities of all the European countries, but there were unique local and national variations. The experience of Vienna is quite distinctive, and yet illustrates a variety of these motives. There, when revolution brought universal suffrage and the post war republic found new political forces in power, the wealth which had accumulated from speculative ownership was speedily confiscated by the new government. It was distinctly a French Revolution in housing—severe, ruthless, and impermanent, and yet the only sort of thing that could be expected from capitalism in its most cold-blooded and heartless form.

The economic detail is interesting. High taxation had called for high rents. The voting control of the city was vested in the tax paying group who owned the characteristic apartments, which constitute 90% of Vienna's housing. This group was composed of many middle class stockholders in the corporations controlling these apartments. They had resisted any efforts to modernize building codes and had simply planned their dwellings for maximum returns. They had also limited building operations so that houses were continually in heavy demand and rent collections were ruthlessly enforced. Tenants who could not pay were ejected without mercy.

It was entirely natural that when the tenants gained control of the situation, there was a severe reaction. When inflation came, immediate rent restrictions were imposed. As the mark declined in value, the economic return was cut in ten and twenty and finally in a hundred. A fifty dollar apartment rented for fifty cents. The tenants gleefully continued in possession. The landowners were wiped out, and the mortgage equities proved valueless. There was no possibility of private financing of new dwellings.

Finally the government took over control, and by various rental and income taxes, assumed the work of new construction. Thanks to unusually good architectural advice, an excellent job was done.

Vienna found itself in strong competition with other parts of the business world, so in order to cut down manufacturing and labor costs, the city practically gave free rentals. It is not surprising that with such economic instability the socialist regime could not hold out for many years. The important

(Continued on Page 5)

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# ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened, contracts will not be let until May 1.

**Same.**—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

**Same.**—King Howe Co., 2114 Book Tower. Owners taking figures on job, located at Lasher Road near 6 Mile Road.

**Same.**—Plans on store building, East Warren and Outer Drive. Warren-Outer Drive Corp., owners. Figures due April 10, 4 p. m.

**Same.**—Preparing plans for 2,000 seat theatre and store building, Fenkel and Wyoming.

**Same.**—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

**Same.**—Trenton Theatre, Trenton, Mich. Revised figures being taken.

**Same.**—Bids closed April 6 on Rialto Theatre.

**Bennett & Straight**, 13526 Michigan Ave., OR. 7750.—Plans for 1,200 seat theatre, Mt. Pleasant, Mich. Ready for bids April 15.

**Same.**—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Ready about May 15.

**Same.**—Plans for 1,200 seat theatre to be known as Northtown Theatre, located at 7 Mile Road and Van Dyke. 80x120, 2 shops. Offices on second floor. Ready for bids about May 1.

**Same.**—Plans for one story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Ready about May 1 for figures.

**Burrowes, Marcus R.**, 415 Brainard.—Plans for school building, Starr Commonwealth for Boys, Albion, Mich. Fire-proof construction, reinforced concrete, steel and gypsum slab roof, face brick, asbestos cement tile roof, linoleum floors, steel sash, steam heat, usual school equipment. Completed soon.

**Confer, Earl L.**, 14601 Grand River, HO. 8767.—Preliminary drawings on Methodist church, Berkley, Mich.

**Same.**—Preparing plans on residence, Artesian Drive.

**Same.**—Preparing plans on residence, Piedmont Ave.

**Same.**—Preparing plans for Doctors' and Dentists' Clinic, Grand River Ave.

**Diehl, Geo. F.**—Boiler House, Trenton Valley Distillers Corp. Bids in. Contract to be awarded this week.

**Same.**—Preparing preliminary drawings on Warehouse No. 6. 6 stories. 85x210.

**Dise, J. Ivan**, 2631 Woodward, CA. 4789.—Job No. 369. Residence, Westchester Road. General contract let to Swink Construction Co.

**Same.**—Job No. 370. Residence, Westchester Rd. General contract let to Louis F. Schmidt Co.

**Hughes, Talmage C.**, 120 Madison Ave., CH. 7660.—Taking bids on residence, Barrington Road. Owner, Harry Beck.

**Same.**—Preparing plans for residence, S. E. corner Balfour Road and Bremen.

**Same.**—Plans for residence, Golf Club Sub. completed. Taking bids.

**Same.**—Preparing plans for two residences on Meadow Lane.

**Same.**—Associate architect on residence, Sherwood Forest. Contracts let soon.

**Jameson, L. B.**, 8580 Jos. Campau, MA. 9146.—Preparing plans for residence, Oakman Blvd. Ready shortly.

**Same.**—Revised plans on store building, Van Dyke and Harper. Ready for bids soon.

**Keyes, Hugh J.**, 747 Free Press Bldg., RA. 7415.—Plans for residence. Owner, L. H. Buhs. Location, Lockmoor Blvd.

**Kuni, Wm. H.**, CA. 8550.—Taking bids on brick veneer residence with attached garage, Palmer Woods.

**Same.**—Bids on Colonial residence, Pleasant Ridge, closed.

**Same.**—Bids closed on two family flat.

**Same.**—Taking figures on early American residence, corner Briarcliffe and Woodstock.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—16 apt. bldg., Merrill-Palmer Subdivision. Bids closed.

**Geo. D. Mason & Co.**—Preparing plans on residence for Mr. Stafford C. Reynolds, 17130 E. Jefferson Ave. 56x34 B. V.

**Merrit & Cole, LO. 2483.**—Plans for Salem Lutheran Church completed, Iroquois and E. Forest Ave. 65x117. Cost about $95,000. Building operations will be started about Aug. 1.

**Same.**—Plans for church house, Defiance, Ohio, 93x40. Steel construction, masonry and concrete walls, oil heat, composition roofing.

**Mueller, G. A.**, 1346 Broadway, RA. 3763.—Bids opened April 11 on warehouse for American Malting Co.

**O'Dell & Rowland**, Associate Architects, **Smith, Hinchman & Grylls**, Engineers.—Preparing plans for remodeling of St. John's Church, corner of Woodward and Vernor Highway.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Preparing sketches for swimming pool and bath house for Grosse Ile Country Club. Hunter type,

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**Schley, Cyril Edward**, 605 Lafayette Bldg., CA. 8499.—Figures on alteration to office and factory for Unitor Corp., 5419 Federal St. Contracts affected are plumbing and heating, sprinkler, carpentry, electrical work, plastering, painting, glazing contracts to be let shortly.

**Smith Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825.—Plans for alteration to Central M. E. Church completed. Bids taken shortly.

**Same.**—Preparing plans fo rschool for Children's Home, Mt. Clemens, Mich.

**Same.**—Graduates' School, Rackham Memorial, Ann Arbor, Mich. General contract let to W. E. Wood Co.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans completed about April 16 for residence with attached garage, 60x67, Palmer Woods. Figures by invitation.

**Weeks, Harry F.**, 133 E. Drayton, Ferndale.—Taking bids on residence, 40x44, B. V., Sherwood Forest, for Dr. A. O. Brown. Plans of both on file at Builders' and Traders' Exchange, Detroit.

**Same.**—Taking bids on residence, 40x44, B. V., Sherwood Forest, for Dr. A. O. Brown. Plans of both on file at Builders' and Traders' Exchange, Detroit.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Plans completed for store building for Wm. Kreger. Taking bids shortly.

**Same.**—Plans for store building for Peter Sanders, Gratiot Ave.

**Same.**—Addition and remodeling of building, Woodward Ave. 24 bowling alleys. Plans completed shortly.

**Wright, D. Allen**, 133 W. Gd. Blvd., LA. 4572.—Taking figures on residence, Outer Drive near Livernois.

**Same.**—Alteration and addition to house, Bingham Road. Owner taking figures.

**Wright, Frank H.**, 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Figures taken week of April 13. By invitation.

**Same.**—Owner, H. J. Bynum, 1616 Union Guardian Bldg., Detroit, Mich., taking figures on residence, Westchester Ave., Bloomfield Village, Mich.

**Same.**—Contract on factory building, Detroit, let April 9.

**Same.**—Taking figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs. By invitation.

## HOW DETROIT MAY PROFIT FROM EUROPE'S POST WAR HOUSING

(Continued from Page 3)

thing was that during their administration, better houses were built than Vienna had hitherto known. The popularity of this housing maintained the socialists in power for a longer period than their otherwise unsound policies would have justified. The experience demonstrated both the posibilities and the grave political dangers of state controlled housing.

Although the Vienna situation was perhaps more dramatic, to Germany must go the palm for solid achievement. Inflation played a curious part in providing funds. Just as our government set aside the profit in gold devaluation, so Germany gained by inflation in rather unique fashion. Rent restrictions in Germany were not as severe as in Austria. The landlords profited by rent increases, and were able to pay off the mortgages or liens on property in greatly depreciated currency. The phrase "the landlords won the war" became a current expression. So a heavy rental tax was imposed equal to forty or fifty per cent of the rental, equivalent in effect to the interest on the original mortgage. This revenue gave the government a large fund to provide for its building operations. Quite contrary to current opinion, German building was not financed from American borrowings. Available funds were wisely used to supplement private capital and encourage its investment. The German financing was as well handled as their planning.

There had been valuable preparatory movements. For example, the pride of the guilds and the pride of the free cities of medieval Germany have carried on to the present day. This found expression in various efforts toward community improvements, city planning, and the maintenance of historic traditions. The housing movement had gained considerable impetus in pre-war days. Some 1400 cooperative housing societies had been organized in Germany. While the work had been largely educational, in not a few instances they had gone on with actual construction. Some wisely planned municipal developments also had been undertaken.

The people had confidence in their municipal offi-

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cials, and municipal housing did not have the same resistance that it might find in our country. The fact that the cooperative societies were already in the field simplified the adjustments between public and private enterprise. Rampant land speculation that prevailed in Berlin and other German cities, in the closing years of the last century, had developed a practical subdivision control. So the problem of land assembly was not so difficult as with us. Company housing such as that of the Krupps at Essen had made a valuable contribution. With Germany's fine scientific spirit and genius for organization, astonishingly good results were produced.

Germany also had the benefit of British experience in its physical precedents. Britain had done some valuable pioneering which gave excellent impetus to the new movement.

In England and Scotland, cooperative purchasing has flourished for many years. At the present time they do perhaps 50% of their retail business through cooperatives. In place of our mail order houses, these societies have been equally interested in selling building materials and developing prefabricated houses. In addition, they invest a goodly portion of their surplus funds in housing finance, all contributing to the strength of the movement.

From labor also, housing gained support. Cooperative housing projects initiated by local units were numerous and successful. This was particularly true within the building trades. They were often able through pledges of labor, to raise the needed initial equity. Housing enjoyed more than ordinary immunity from labor troubles, because of well considered cooperation with the building trades—a reciprocity that has not yet been matured in this country. The educational work of the English housing leaders is to be commended. Starting with the crafts and guilds movements, it was extended to education in city and neighborhood planning. Labor leaders were made to feel that they were not only beneficiaries of, but actual contributors to the success of the projects, as in fact they were.

Fortunately this educational work was facilitated by early examples of carefully planned comunities. The company housing project, Port Sunlight, was developed by the makers of Sunlight soap in the closing years of the 19th Century. It has its American prototype in Koehler, Wisconsin. Even more important were Letchworth and Welwyn, the two famous garden cities which sprang out of the thought of Ebenezer Howard. In its thirty years of history, Letchworth has demonstrated that a well planned community is not only a wonderful place to live in, but has the best type of safeguard against the blighted areas and absolescence which today are such real problems in our American cities.

These garden cities were built on solid financial conceptions. They diligently utilized the "unearned increment" on the land to insure the safety of the return on the "limited dividend" investment. Guided by some of the best financial leaders of England they have been models of the finest type of municipal effort, and their splendid example is worthy of emulation. These cities are as nearly Utopian as anything can be, from the point of view of the people who live there, yet they meet the requirements of the most conservative, hard headed investor.

From these garden cities were developed the group of vital statistics which furnished the empirical data for the attack upon slums. The critical period of childhood is the first year. To reduce the infant mortality during this time from one out of six in slum areas to one out of twenty in the garden cities, was an achievement that appealed to every parent heart. Health investigations elsewhere were stimulated, with most important results. On the ruins of the famous "lung block" in New York's East Side, where death from tuberculosis was five times the average New York rate, today we see the famous "Knickerbocker Village" where tuberculosis is almost unknown. The pathos is that much of our housing problems came originally from a greed that did not understand, and now with our understanding, selfishness is still impeding progress.

In describing this assemblage of statistical data, you will note that I used the word empirical advisedly. Up to 1850 it had hardly occured to connect overcrowding with disease. For centuries, plagues had swept the crowded centers of civilization. So serious was the question of death from

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these catastrophies, that it was not until 1868 when life insurance mortality tables were first developed, that medical science had progressed to a point where the average term of human life could be predicted with reasonable accuracy. The relation of darkness, odors, lack of sunshine and ventilation to health was heretofore but dimly realized.

The terrifying flue epidemic of the World War was mild compared to the plague and pestilence which decimated the population of European cities through many centuries. Not a few authorities have stated that we will not be free from pestilence till we have wiped out the remains of our medieval planning—a heritage of darkness and disease built into multitudes of still existing dwellings.

About the middle of the last century, Science led the move for more light. So long as the data was purely empirical, progress was slow. The typical New York apartment of the 1870's was six rooms deep with light only in the front room and the rear room. The sleeping rooms were generally in the center of the building. Night air was excluded. Finally a slot fifty-four inches wide and generally sixty feet in length, provided ventilation for the five story 'walk-up" apartments. These gave practically no light, except to rooms on the top story. A small side court was introduced in the nineties and some improvement made in succeeding years. Progress met heavily entrenched resistance. To reduce land coverage from 90% to 50% immensely improved lighting, but of course reduced rentable area and apparent income. So reformers who attempted this change were called dreamers and faddists, and the economic soundness of their views was lost in heated controversy.

For a long time this battle for better housing was a drawn issue, then modern science came to the rescue. The discoveries of Pasteur and his confreres gave scientific backing to the statistical data which had been assembled hitherto. The development of the germ theory of disease furnished scientific proof of the beneficial effects of sunlight and the need for pure air and ventilation. It created a world-wide demand for better living and working conditions. So revolutionary were the effects of these discoveries in building, that when architectural history is written, we will date the modern era of building, not from the name of any great architect, but from the name of a great scientist. We will speak of the modern building age as the age of Pasteur.

The first effect of the establishment of the germ theory of disease was to give evidence to the statistical data showing improved health with more sunlight and better ventilation. When it was demonstrated that disease germs died quickly in sunlight and fresh air, but lingered for days and weeks in dark and ill lighted rooms, there was a reasonable explanation of the high death rate in the crowded slums. The discoveries were soon put to practical use. Happily, the almost concurrent invention of skeleton construction in buildings, made all needed light easily available. When it was realized that better light not only improved health conditions, but increased production, a new era of factory design began. The familiar steel sash type of factory today greets us all over the world.

In 1905, German scientists developed the formula for school lighting now in universal use. Most of our standard class rooms of the 80's and 90's had approximately 50 square feet of glass area. Today they have 150 quare feet. The advantages of better light and ventilation have been so great that since 1900, we have largely rebuilt our public schools. Safety from fire has been an added incentive, but the eye-saving, health-giving sunlight has been the motivating factor.

In factory and in schools, America has kept pace; but in housing we have lagged far behind. To most of us, the new European housing, especially in the apartments, seems quite factory-like. This is true only because there has been so much progress in factories in America and so little progress in housing, that we do not understand the new European domestic architecture, with its abundant window space.

In the study of both the new architecture, and the existing buildings, the importance of light can scarcely be overestimated. Blighted areas come from inadequate natural lighting, and the accumulative effects of dampness and lack of sunshine. The physical structure of the buildings has been wrecked, as have the bodies of those dwelling within them. European housing guards against this type of depreciation. It also guards against obsolescence, since permanent neighborhood stability is added to permanent construction. Where we have stopped with educational, industrial, and business construction, Central Europe has rebuilt homes for a fifth of its population—homes filled with sunshine and with excellent opportunities for a well balanced life.

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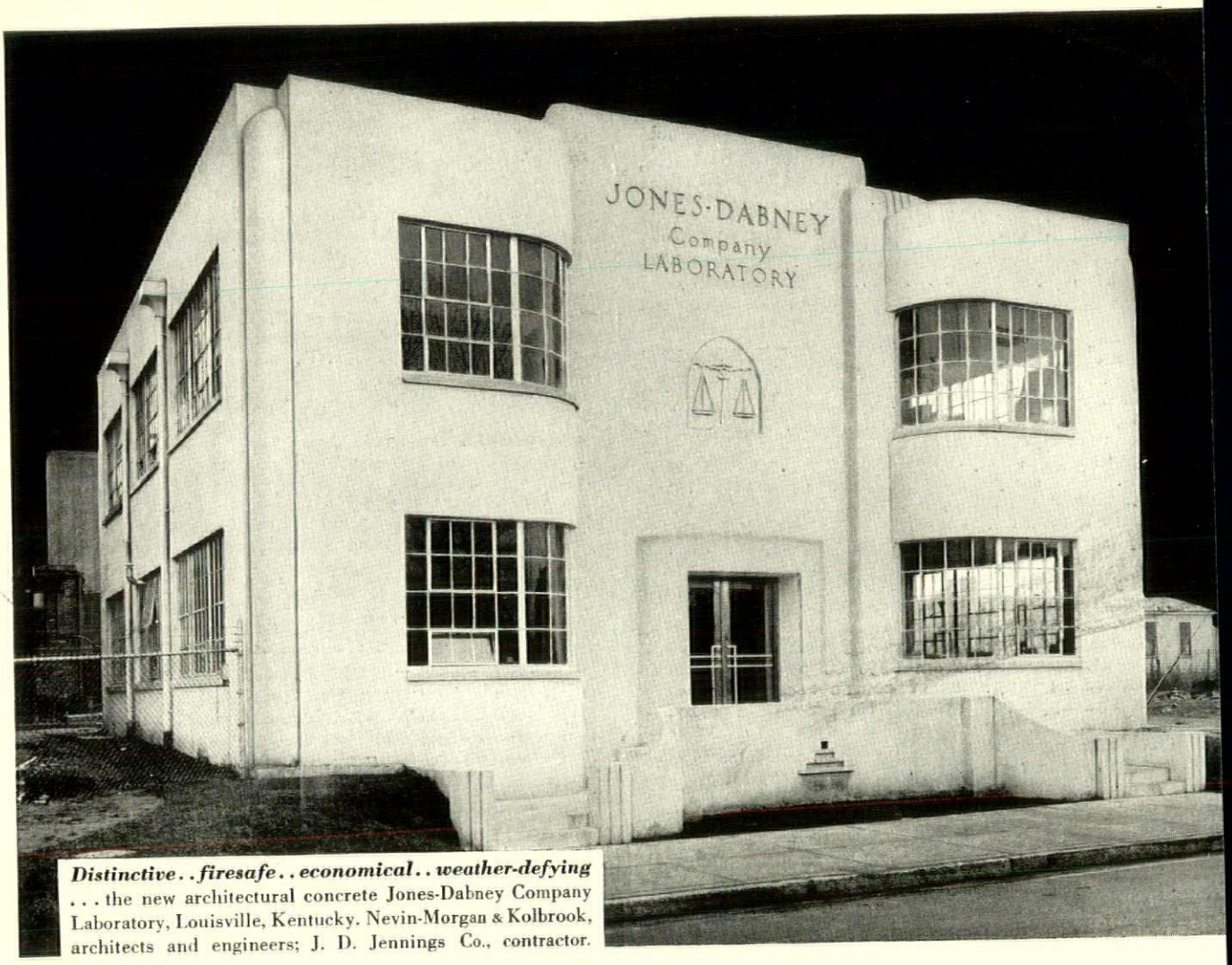


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These factors have been the back bone of European housing, and have resulted in improved business conditions and social stability.

Now of course, the practical question is—why not America? Why not Michigan? Why not Detroit? The European experience suggests some of the answers.

First of all, we must realize our needs. It is not enough to daily park our cars in these blighted areas. We must understand that the essential cause of blight has been the obsolescence due primarily to lack of light.

May we say that one does not need to go to New York, or to Vienna, or London or Berlin for examples of inadequate natural lighting. Probably 80% of our houses within Detroit's boulevard area, have one or two rooms with sub-standard lighting. Probably 75% of our two-family flats have sub-standard lighting, and fully 60% of our apartment buildings. Much of this is beyond practical remedy, but a realization of these defects is mandatory before improvement can begin. Surveys might well be undertaken to demonstrate these needs, and to visualize them powerfully. Those of us who have seen most and know the situation best, can appreciate the menace to community health and morals—not merely a blight, but a rotting cancerous disease.

To the knowledge of the disease, must be added an understanding of possible remedies. We beg the question by saying that the inhabitants of the areas are themselves responsible for the physical conditions. We assume that these unfortunates have made their own environment. Again European experience can come to the rescue. In England and Scotland. the law commonly holds that tenants in reclaimed slum areas must be housed in their former locations. This makes possible interesting "before and after" comparisons. The best results occur in Scotland. where in addition to the new housing. a very intelligent supervision is given. Apartments are systematically visited and housekeeping is graded, in some cases a slight rebate being given for good results. The result of this work is fairly inspiring. Those stranded in the original slums by accidents of fortune show immediate improvement. With other groups, the gains are slower, the older people with established habits yielding most slowly to the change. With the children, the uplift in health and mentality is remarkable. Human forethought and kindly continued interest reap enormous dividends of satisfaction.

The social worker who for years watched her best efforts at uplift lost in continued reinfection from the slums, can today rejoice in the results of this new housing. The community center ceases to be merely a light in the darkness. Lives as well as areas can be transformed.

Here again, Detroit needs the potent experience of actual example. We need to see what others have done, and also we should start something on our own.

With a clearer picture of the difficulties and the possibilities, certain effective remedies are available. The building department and the city plan commission can do much to improve conditions. Detroit needs a zoning ordinance, to protect neighborhoods against undesirable invasion. It needs "height and bulk regulations" to prevent overcrowding and insure adequate light and recreation areas. Even downtown Detroit within the Boulevard area has ample space for gardens, for trees, for comfortable homes, with places for children to play, for parks and recreation. These areas will never be developed while we have assessments that encourage extravagant ideas of possible use that cannot be realized.

Zoning can pave the way for needed adjustments in value, as well as for sane healthy development of areas that are now a moral and financial burden on the city. Improvement of light and health go hand in hand, with economic uplift. Fortunately our lending agencies are assuming a constructive attitude.

The lending agencies have recently developed a type of cooperative effort which can do much to facilitate the objectives of healthy growth. Mortgage Conference groups have been organized in Brooklyn and New York to study the effect of changing neighborhood conditions on property values. They are attempting to eliminate "lending in the dark"—to "put the stethoscope on the city" so that evidences of blight may early be detected and guarded against. Some one has described this as "city planning with its feet on the ground." Mortgages in Brooklyn are being made without government insurance, so confident are the lending agencies of the value of these studies.

Two other questions demand careful attention; tax assessments, and subdivision control. Our city must develop adequate tax policies. We have forced the premature subdivision of outlying areas through high tax assessments on raw undeveloped land. This uneconomic situation has resulted in sporadic building and in enormous unused investments in public utilities. The success of European housing has been facilitated by reduced taxation in real property, and adequate subdivision control.

Last of all is the renewal of activity by these groups interested in the city's welfare. European housing has been successful because it has been

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sound public policy, and has merited both patriotic and financial support. In our own country, there is ample opportunity to spread propaganda that only that housing which satisfies the health needs and social needs of our people has permanent enduring value. Good housing is an index of city pride. When our industrial leadership and business leadership, gaining in confidence from day to day, invests a certain amount, not only of its wealth, but of its thought, in the well-being of our city, we will look forward to a new era of better building, of which the city may be enduringly proud.

After all, buildings reflect the basic thought and character of the builder. Personal selfishness results in haphazard development crumbling through its greedy limitations. Cooperation, friendly effort, and civic pride result in intelligent accomplishments of permanent value.

Said a writer of Rome's great era , "Show me a man proud of his city, and some day his city will be proud of him." A new interest and a new spirit of cooperation must come with Detroit's new activity. If some of the objectives outlined here may be emulated and achieved, Detroit will gain world recognition—not only for its industrial leadreship, but for its civic pride, expressed in a better integrated, more livable, more friendly community.

## DETROIT CHAPTER DELEGATES ELECTED TO A.I.A. CONVENTION

At a meeting of the Detroit Chapter of the American Institute of Architects held at the Inter-Collegiate Alumni Club Tuesday evening, April 7th, the following delegates and alternates to the Annual Convention of the Institute were elected:

Clair W. Ditchey, Henry F. Stanton, William G. Malcomson, David H. Williams, Jr., and Cornelius L. T. Gabler.

The Convention will be held at Williamsburg, Virginia on May 5, 6, 7 and 8.


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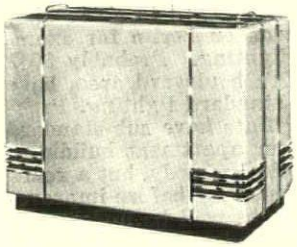

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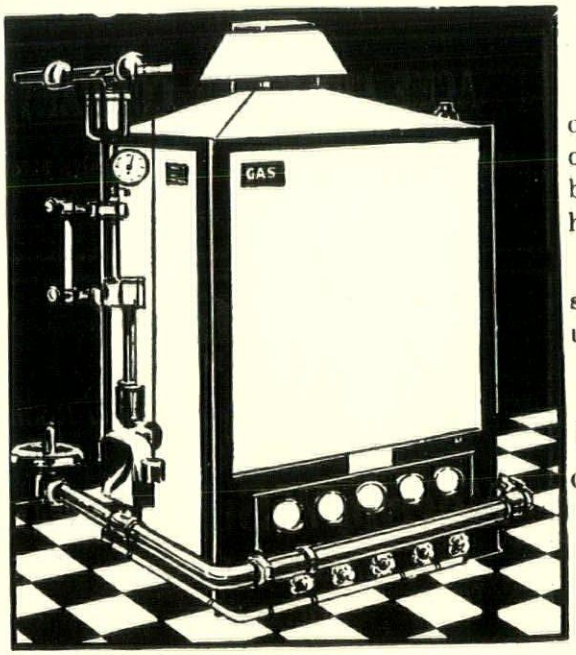


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# WEEKLY BULLETIN

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Published Weekly. Subscription Price: $2.00 per year (Non-Members $5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10 DETROIT, MICH., APRIL 21, 1936 No. 16


# MODERN HOME ARCHITECTURE

*A talk by Wells I. Bennett, Professor of Architecture, University of Michigan, before the 56th Annual Meeting of the Michigan Engineering Society, Ann Arbor, February 18, 1936*

Till some five years ago progress in domestic architecture was uneventful and largely without direction. Structural improvements came gradually into use, and houses were made more comfortable than formerly. Taste as to style had certainly improved since the days of the scroll saw and the turning lathe and we had survived such innovations as the sleeping porch. House equipment had made particular progress and if other factors had kept pace with it we should have arrived more quickly at the modern house. Perhaps in time to come we shall thank the depression for better housing. This lull in building has roused us to action. We now question some of the one-time verities, and we are starting out on a new line. For this reason housing is now a particularly live subject.

In the boom days now gone beyond recall the old ideal of housing as individual self-expression in one's chosen style—English, Colonial, or what-not—lined countless suburban streets with assorted specimens of domestic architecture. Individual dwellings were often in good taste and had a fine homelike character. Considerable emphasis was placed on keeping up with the Joneses or surpassing them but rarely was there any architectural unity or harmony for the whole neighborhood. Roland Park in Baltimore, Shaker Heights in Cleveland, and a few other communities of this type are notable exceptions of the time showing the lasting advantages of broad planning.

**Architects' Luncheon**

**INTERCOLLEGIATE ALUMNI CLUB**
**13th Floor, Penobscot Building**
**Tuesday, April 21st, 12:30 p. m.**

And this is the best phase of pre-depression housing. Houses for workers varied all the way from the company towns of miserable shacks in our mining districts, to such fine developments as Kohler, Wisconsin. This is also essentially a company town in that it was built for the employess of the Kohler Manufacturing Company. There are not many Kohlers. The general level of workmen's dwellings stands forth in the typical speculative subdivision of jerry-built houses in our outlying industrial districts.

Then there are the multiple dwellings. Where these have been fine apartments we have been proud of them as evidence of mass wealth and luxurious living. Where they are poor we have gladly left them to the social worker, for there were pleasanter things to think about. There appeared to be no way in which good design and good construction could be put into these cheap dwellings.

Probably the traditional technique of producing housing facilities will continue to serve a portion of the housing market. In this process we shall see the present variety of styles supplemented by what is called "modern"—flat roofs, corner windows and straight lines. Thus applied this so-called style means neither more nor less than Norman or Spanish. It is merely a vogue in surface treatment and has no particular reflection in the plan or in construction. Aggressive manufacturers will continue to urge the introduction of new structural and decorative materials. Many of these are excellent and they are very attractively presented by modern publicity. So the possibilities in leisurely progress are interesting. We might explore this or that material, or this or that trick in planning, or construction, or decoration. But so long as the time-honored set-up involving the speculative builder persists, and so long as good building is a luxury, the progress of housing is likely to be slow.

**Architects Invited**

**The Wood Conversion Company will be hosts to the architects at a dinner Thursday, April 30th, 1936. Further information will be published in next week's Bulletin.**

The failure of our traditional housing methods lies precisely in their economic inadequacy. Public

(Continued on Page 3)

# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

**Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer; Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley Edwin J. Brunner, Secretary.**

**439 Penobscot Bldg., RAndolph 5500** **Edited by E. J. Brunner**


## SPEAKING PLAINLY—VERY PLAINLY

It costs $50 a year to belong to the Builders' and Traders' Exchange of the City of Detroit. If every responsible firm belonged, the Exchange would be the synonym for "responsibility." That would be worth much more than fifty dollars a year to each member.

* * *

You say we are trying to make it a "ring." You say that in spite of our denials. Well, have it your own way. Let us say we are trying to make a "big ring" and in it have all the responsibility with the latchstring out for any more responsibility which may appear on the scene.

* * *

You sit back and say, "Well, the idea is good." You infer that it is good but cannot be worked. This idea is not at all impractical or impossible. No one expects it will work in a day or even in one year. **It WILL work if you help make it**, and if it does it will be the best thing which ever happened to your business.

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Try this on the outsider. Say to him, "Do you realize that because you—a good, decent firm—do not join the Builders' and Traders' you are keeping back the day when responsibility will be divided from irresponsibility?"

* * *

"For the Builders' and Traders' to rant this way, gives me a laugh." That is in substance what was said the other day by a member of a firm. The improper thing to do would be to chide them for indulging in a laugh if they feel so inclined. But let them do their laughing **now**. If this campaign works, and with your help it is bound to work, AS WE ATTRACT AND DRAW INTO THE FOLD ENOUGH RESPONSIBILITY SO THAT WE HAVE AN EDGE, WE CAN RAISE OUR STANDARDS SO THAT NO ONE CAN LAUGH. Sure, they can laugh now, because a little struggling living from hand to mouth institution does not have in it half the responsibility it should have. Wait until the time comes when there is a waiting list and it is very, very hard to get in. Then try to laugh—boys. It may not be so easy to stretch the skin around your mouth in the right direction.

* * *

Brothers, believe me it's terrific when you get all through talking and have over half a page left to fill. Of course—well, I wonder how many readers got this far—please raise your hands.

Someone said we should get up a good slogan. Something which rhymed with Builders' and Traders'. The only thing I could think of on the spur of the moment was "Sales tax evaders" but I didn't like to put that in print so I thought further, but still having the sales tax on my mind I fabricated "Sales tax purveyors." But even that will not do. The sales tax is too uncertain to tie to. Why not try:

Builders and traders
Sharp pencil chasers.

* * *

### *Licensing Contractors*

Someone just came in here and furnished material to fill out this page in grand style. He said, "If you want to get the responsible contractors all on one pile, pass a state license law."

The opinion given herewith is entirely personal. It is the personal view of E. J. Brunner, not in any sense the opinion of the Builders' and Traders' Exchange. Licensing contractors is not the way to divide responsibility from irresponsibility. It does not work out that way. In fact, under any system of licensing contractors there is bound to be some hiding of "irresponsibility" under the cloak of responsibility with a state label on the coat which is very deceiving.

As a matter of fact the legal dividing line between responsibility and irresponsibility is a fiction. It is a fiction wrapped with red tape and with political consideration. When you try to divide as by law, there are so many "as ifs" and "whereases" that it simply isn't possible. On the other hand an organization like the Builders' and Traders' can be directed by the thought of the industry which after all is a workable index and pretty reliable. Licensing of contractors gives the shrewd and "cutting the corner" fellow a better chance than it does the true honest man. There's lots more which might be said on this subject but (un)fortunately I have come to the end of the page.

---

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## MODERN HOME ARCHITECTURE

(Continued from Page 1)

opinion is becoming convinced that the poor man and even the man on moderate salary has had to pay too much for what he got in housing.

In outlining the new prospect for better housing values there are several factors familiar to you all—land, finance, and actual production. These affect all kinds of housing. It will be necessary here to pass over the important subjects of land and financing for there will just be time to briefly survey the technological problems. We shall have to assume that an understanding of proper land use will hold the value of sites to a reasonable proportion of building costs, and that building money will become available on the basis of stable investment.

The dissatisfaction which urges a new attack on housing has its greatest force in social undrest. The American dream of a competence and an owned home for every family has not come true. Perhaps people are now unduly pessimistic that it ever will come true. Certainly they are becoming more and more conscious of class distinctions. The great mass of people called "The Havenots" are becoming more vocal. They are talking this and that about social justice. They are beginning to demand better housing values, and the experience of England, Holland, France, and Germany shows that they will get them by one means or another.

Another force that concerns us here directly is that of technological activity. This, I think, is, like the other, an instinctive demand for better housing values. To professional men this expression will seem the more realistic. You have then two types of housing planner. The one who is preoccupied with social unrest is apt to be concerned mainly with the production of large quantities of housing, probably at public cost. The technological type of mind is interested primarily in producing better housing at lower cost. Both would agree on certain principles. The outstanding one is that of thinking and working at large scale. If better housing is going to be coordinated with better living and more stable real estate values, community planning is essential.

Group construction is the first step toward efficiency in production. It will probably assume an increasing part in housing activity.

Mass production is as yet in the background. It is, however, an intriguing idea, and conceivably might turn the trick economically for the small house in making a stand against the multi-family dwelling. I should like briefly to discuss modern housing under the heads just mentioned—community planning, group construction, and mass production. They are already beginning to influence the character of home architecture and we can begin to see something of what may develop.

Community planning admits of certain principles such as the interdependence of people in a modern group, and the existence of certain conditions of modern living. Our planners have based their ideas on the English garden cities. The gridiron plan is avoided and the whole treatment is open and informal. The unity of the whole effect controls the slight variations in form and treatment of the single dwellings. Designs are repeated many times but the types are so alternated as to avoid the appearance of monotony. In Radburn, New Jersey, Henry Wright has adapted an English ideal to American requirements. The unit of subdivision is the "superblock" whose nucleus is the school, and of course the playground group. Children do not have to cross any main street or highway in school or recreation hours, and in the whole plan particular thought has been given to traffic control because modern traffic is part of modern living. Recreation areas instead of being separate and rectangular parks are made almost a part of the living area. Stores are somewhat removed from the houses yet they are convenient and on the homeward path of commuters from New York. In relation to parks each family has its own yard but they also have ready access to the public space for recreation and circulation. House design is controlled and although the dwellings are modest there is variety with a fine harmony in the whole effect.

Group construction has long been used in apartment structures. Usually it does not produce low-cost housing but this may in part be attributed to the land costs involved. Apartment development has often been a high-pressure method of extracting returns from high-priced land. Certain economies inherent in the mere act of large-scale construction are available here for housing. With the present movement toward large-scale projects the architect is able to do more architecturally with these structures. Instead of the great grid facades with barren inner courts, lower structures are more freely articulated so as to offer a greater variety of exposue and a more interesting pattern of open spaces. Incidentally there is possible a changing play of masses and a reduction of scale which, while still far from domestic in the single house sense, are more agreeable than such block-long apartment cliffs as line Park Avenue. In these projects the architect finds a new opportunity. Good group planning is followed by unit dwelling planning based on proper orientation, efficiency as to cost and operation; attractiveness of the whole building complex as well as attractiveness in the various apartments.

As to the single house there is a desperate need for a better commodity at a lower cost. Large-scale operations such as the building of an entire

(Continued on Page 5)

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# ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened, contracts will not be let until May 1.

**Same.**—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

**Same.**—Store building, East Warren and Outer Drive. Warren-Outer Drive Corp., owners. Masonry, carpentry, iron and steel contracts awarded April 16.

**Same.**—Plans for 2,000 seat theatre and store building, Fenkel and Wyoming ready May 1.

**Same.**—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

**Same.**—Trenton Theatre, Trenton, Mich. Revised figures being taken.

**Same.**—Bids closed April 16 on Rialto Theatre, Bay City.

**Same.**—Contracts on building for King-Howe Co., 2114 Book Tower; located at Lasher Road near Six Mile, awarded by Robt. Vinton, 2114 Book Bldg.

**Beckbissinger, Frederick**, Saginaw, Mich.—Preparing plans for gym addition to Webber School, Saginaw.

**Same.**—Preparing plans on residence for John Campbell, Saginaw.

**Same.**—Preparing plans on residence for Mrs. E. A. Winkler, Saginaw.

**Bennett & Straight**, 13526 Michigan Ave., OR. 7750.—Plans for 1,200 seat theatre, Mt. Pleasant, Mich. Ready for bids April 30.

**Same.**—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Ready about May 15.

**Same.**—Plans for 1,200 seat theatre to be known as Northtown Theatre, located at 7 Mile Road and Van Dyke. 80x120, 2 shops. Offices on second floor. Ready for bids about May 15.

**Same.**—Plans for one story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Ready about May 1 for figures.

**Same.**—Preparing plans for remodeling of Gladwin Theatre, Detroit. Ready about June 1.

**Burrowes, Marcus R.**, 415 Brainard.—Plans for school building, Starr Commonwealth for Boys, Albion, Mich. Completed. Bids not taken in Detroit.

**Confer, Earl L.**, 14601 Grand River, HO. 8767.—Preliminary drawings on Methodist church, Berkley, Mich., completed.

**Same.**—Preparing plans for Doctors' and Dentists' Clinic, Grand River Ave.

**Same.**—Preparing plans for Colonial residence, 4 bedrooms, Westmoreland Ave.

**Same.**—Contracts on two residences, Artesian and Piedmont Aves. Excavating, J. M. Murdock Co.; carpenter labor, Frank Faulkner.

**Diehl, Geo. F.**—Boiler House, Trenton Valley Distillers Corp. Bids in. Contract to be awarded this week.

**Same.**—Preparing preliminary drawings on Warehouse No. 6. 6 stories. 85x210.

**Hughes, Talmage C.**, 120 Madison Ave., CH. 7660.—Contracts, residence Harry Beck, Barrington Rd.: Masonry, John Alhola; carpentry, I. H. Williams; plastering, Vincinzo Pollaccia; painting, Austin the Painter; glass, Toledo; electrical, Robt. Johnson; sheet metal, Dogendorf; tile, Radio Tile Co.; plumbing, Edw. A. Wild.

**Same.**—Taking bids on residence, Golf Club Sub.

**Same.**—Ready for bids April 14 residence S. E. cor. Balfour Rd. and Bremen; also on residence at No. 12 Meadow Lane.

**Same.**—Preparing plans for residence at No. 42 Meadow Lane.

**Jameson, L. B.**, 8580 Jos. Campau, MA. 9146.—Preparing plans for residence, Oakman Blvd. Ready shortly.

**Same.**—Revised plans on store building, Van Dyke and Harper. Bids taken beginning April 21.

**Keyes, Hugh J.**, 747 Free Press Bldg., RA. 7415.—Residence. Owner, L. H. Buhs. Location, Lockmoor Blvd. Taking figures beginning week of April 20.

**Kuni, Wm. H.**, CA. 8550.—Taking bids on brick veneer residence with attached garage, Palmer Woods.

**Same.**—Bids on Colonial residence, Pleasant Ridge, closed.

**Same.**—Bids closed on two family flat.

**Same.**—Taking figures on early American residence, corner Briarcliffe and Woodstock.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—16 apt. bldg., Merrill-Palmer Subdivision. Bids closed.

**Geo. D. Mason & Co.**—Preparing plans on residence for Mr. Stafford C. Reynolds, 17130 E. Jefferson Ave. 56x34 B. V.

**Merrit & Cole**, LO. 2483.—Plans for church house, Defiance, Ohio, 93x40. Steel construction, masonry and concrete walls, oil heat, composition roofing.

**Mueller, G. A.**, 1346 Broadway, RA. 3763.—Warehouse for American Malting Co. Changes in plans to be refigured.

**O'Dell & Rowland**, Associate Architects, **Smith, Hinchman & Grylls**, Engineers.—Plans for remodeling of St. John's Church, corner of Woodward and Vernor Highway. Ready about May 1.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Swimming pool and bath house for Grosse Ile

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**Phelps & Bernardi**, 1010 Detroit Bank Bldg., CA. 0306.—Bids for alterations, store and warehouse at 12575-85 Gratiot Ave. closed Saturday noon.

**Same.**—Preparing plans for 2 story service building for Radio Distributing Co., 100 Selden Ave. Contracts awarded: Structural steel and miscellaneous iron awarded to DeCroupet Iron Works. Other trades to Wm. F. Demske. Fireproof partitions, steel stairs, fireproof insulated walls and ceilings, lathing, plastering, electrical work and plumbing. Air conditioning will be Norge by owners.

**Schley, Cyril Edward**, 605 Lafayette Bldg., CA. 8499.—Figures on alteration to office and factory for Unitor Corp., 5419 Federal St. Contracts affected are plumbing and heating, sprinkler, carpentry, electrical work, plastering, painting, glazing contracts to be let shortly.

**Same.**—Carpenter contract on Ward Ave. residence let to Peter Cox & Sons.

**Smith Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825.—Plans for alteration to Central M. E. Church completed. Bids taken shortly.

**Same.**—Preparing plans fo rschool for Children's Home, Mt. Clemens, Mich.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans completed for residence with attached garage, 60x67, Palmer Woods. Figures by invitation.

**Weeks, Harry F.**, 133 E. Drayton, Ferndale.—Bids closed on residence in Sherwood Forest Manor.

**Same.**—Bids closed on residence in Northwood Subdivision, Royal Oak.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Plans completed for store building for Wm. Kreger. Taking bids shortly.

**Same.**—Plans for store building for Peter Sanders, Gratiot Ave.

**Same.**—Addition and remodeling of building, Woodward Ave. 24 bowling alleys. Plans completed shortly.

**Wright, D. Allen**, 133 W. Gd. Blvd., LA. 4572.—Figures on residence, Outer Drive near Livernois, closed April 16.

**Same.**—Alteration and addition to house, Bingham Road. Owner taking figures.

**Wright, Frank H.**, 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Figures taken week of April 13. By invitation.

**Same.**—Contract on factory building, Detroit, let to Atkin & Stock.

**Same.**—Taking figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs. By invitation.

**Same.**—Factory warehouse for Standard Fuel & Engineering Co., South Post Ave., Detroit. General contract let to Atlein & Stock.

## WORDEN, PRICE OPEN ARCHITECTS' OFFICE

Offices of Worden & Price, architects and engineers, have been opened at 269 Washington Square building. The partnership includes Lowell M. Price and Lloyd W. Worden, both of whom are registered architects. Each has had 18 years experience in Royal Oak and other cities.

Worden, a former Royal Oak resident, has spent the last five years as an architect in Traverse City. He received his B. S. degree in architecture at the University of Michigan.

Price, who lives at 456 Cambridge road, is a graduate in civil engineering from Ohio university. He has lived for the last 13 years in Royal Oak, where he married Miss Adelaide Pearson. They have two children.

## MODERN HOME ARCHITECTURE

(Continued from Page 3)

community in one season under one contract should be helpful here. Data on such projects as the Couzens settlement in Oakland County now under way should, when the work is finished, give us something to go on. Architecturally the prospects here are good, with a whole community planned as one design and carried out with sufficient variety in the units that make up the pattern. The margin of profit, however, is so slight in the well-built small house that there may not be much real gain in this kind of production.

The other way is through increased factory production and new fabrication of parts for dwellings. It is only natural that in an industrial age we should endeavor to apply industrial methods to the production of housing. That is what the prefabricators are trying to do. Thus far their efforts go

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only part way and their success has been modest. Insofar as I know no fully prefabricated house in rooms or sections has been placed on the market, and I know of none in which all the parts are brought to the site requiring only rapid assembly. The term prefabrication is therefore only one of convenience. In spite of its tentative character, however, the arrival of the completely fabricated dwelling to be merely assembled at the site would have such a decisive effect on architectural practice and appearance, and on the whole housing industry, that I should like to indicate the possibilities.

Prefabrication is not exactly new. Before the War, at Forest Hills, Long Island, Grosvenor Atterbury, the New York architect, was building houses of prefabricated concrete slabs cast in a plant at the site. These dwellings were tentative in design for at that time no one, at least in the vicinity of New York, dared depart from a conventional style to make a more consistent use of a new material. These houses proved to be costly and instead of a settlement for workingmen as intended, Forest Hills became a rather exclusive suburb, though not entirely due to building costs. This type of construction of room-sized slabs has also been tried elsewhere with some success. Where such slabs are used for walls without added finishes they are often difficult to seal against moisture. For these systems casting and assembly require heavy setting machinery in the field and total costs appear to be high, although at Frankfort in Germany where this method was used a considerable economy is claimed. Perhaps if the scale of operations were large enough savings would be well worth while. Such a construction encourages an architecture of substantial appearance, with flat roofs, simple planes, broad color effects, and uniform windows.

Another series of prefabricated systems can be grouped under the heading of Framed Structures. These, modifying traditional skeleton construction with steel studs and floor joists, have won considerable acceptance. This is probably because they adapt themselves more readily to conventional plans and architectural treatments. Such gradual penetration of the market does not produce startling results but in the end it may achieve the purpose better than would the shock of a more direct attack. On these steel frames, often of stamped sheet metal rather than rolled shapes, conventional exterior and interior finishes may be applied, or panels of metal, wood or plastic may be secured to the frame. This latter possibility enables the architect to play with the various new materials if he so desires. In these new framed systems we are easily convinced as to the superiority of the job where good exterior and interior finishes and adequate insulation are used. We remain to be convinced as to costs. When the steel frame becomes the basis of a panel construction thoroughly developed and efficiently fabricated, we may see some real price reductions.

The lumber interests are by no means asleep and in the Forest Products Laboratory at Madison, Wisconsin, a prefabricated wood construction has been devised and extensively tested. This system is based on the principle of making thin veneered outer and inner surfaces part of the working structure by gluing them to light studs or beams as the case may be. The sections made in the factory are light and rigid panels, filled with insulation. Much is claimed for the new synthetic glues and this whole construction appears to depend upon them. Wood is always attractive as a surface whether for the natural grain of the wood or as a base for finishes. The experiments of the lumber industry in eliminating the faults of wood as a building material while featuring its good qualities, and in producing units


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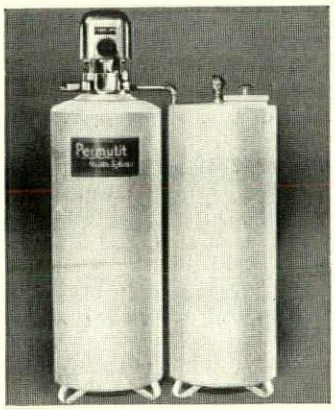


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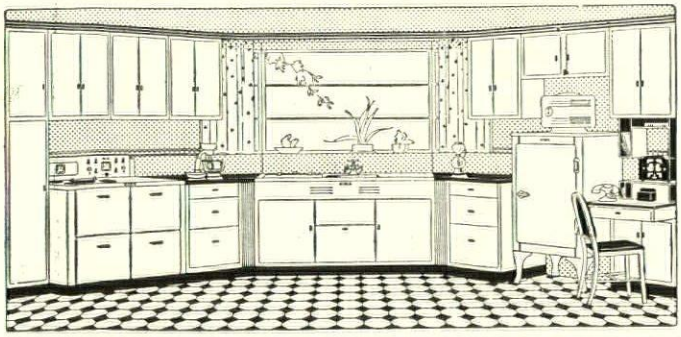

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of construction which can be readily assembled by hand labor in the field, will be awaited with interest. At the Century of Progress Exposition the house of wood was one of the most attractive.

This wood system at Madison might be called a frameless house, and several other frameless systems of metal or of wood and metal, are being developed. I know of none in production. The unit here is likely to be cellular rather than panel, for the third dimension, the thickness, is included in each wall or floor unit. These systems are perhaps the most difficult in their first development. The unit of wall surface or of floor surface must be most carefully chosen. It must permit of good architectural proportions for the building and for the separate rooms. It must be of such size that it can readily be handled in transit and in assembly. The joining of the units must be simple yet rigid; tight, and susceptible of pleasing architectural treatment. The joining of stories also seems to present a difficulty not encountered in framed structures. If, however, such systems can be perfected and sufficiently simplified, they permit a flexibility in planning and in assembly not available to others, and the frank development and expression of a module system is a challenge to architectural skill. A high degree of standardization and complete fabrication seem, with the other features, to offer the best bet for new values in housing. The possible savings in prefabrication will lie largely in mass production, factory control of manufacture, and the limiting of field work to simple assembly. Other things being equal, the system that lends itself best to this organized production will obtain the best results.

In these modern houses basement and attic are becoming obsolete. The substitution of a concrete slab floor, whether on the ground or not, does not seem satisfactory in this climate. A way will doubtless be devised to circulate conditioned air in this under-floor space thus keeping floor temperatures comfortable.

Sloped roofs are possible with prefabricated houses and they will no doubt continue to be available to those who want them and can afford to pay for them. Flat roofs have been used since the days of ancient Egypt and we can take it for granted that the present day architect will be able to do something pleasing with them. The issue, I think, will finally be decided on the basis of economics rather than sentiment. In planning a modern house the owner will weigh the cost of a sloping roof with its attic against more usable space which could be added on the first or second floor. There need be no fear for the loss of home appeal in the modern house. It can be made as attractive as now in fundamental proportions, and infinitely more pleasing in surface textures and colors, in ready cleanability, in convenience and comfort, and in adaptability to the installation of modern equipment.

Some of you may wonder why this paper was not confined to a pleasant discussion of the qualities of fine houses of traditional character. For men interested in the house-building field it seems to me that the opportunity lies not in building elaborate houses but in giving better housing values. The automobile industry found its opportunity and its profits, not in Cadillacs, Imperial Chryslers, and Lincolns, but in Chevrolets, Plymouths, and Fords. Everyone agrees today that these small cars of whatever make are truly remarkable values in fine transportation. There can be no great progress in housing without more efficient production. No house however skillfully fabricated can expect consumer acceptance unless it is good to look at and comfortable to live in. The housing industry is just beginning a new day in the production of homes. Successful new methods will result in tremendous activity in building and better homes for people everywhere.

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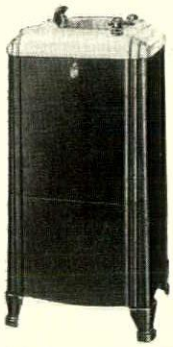

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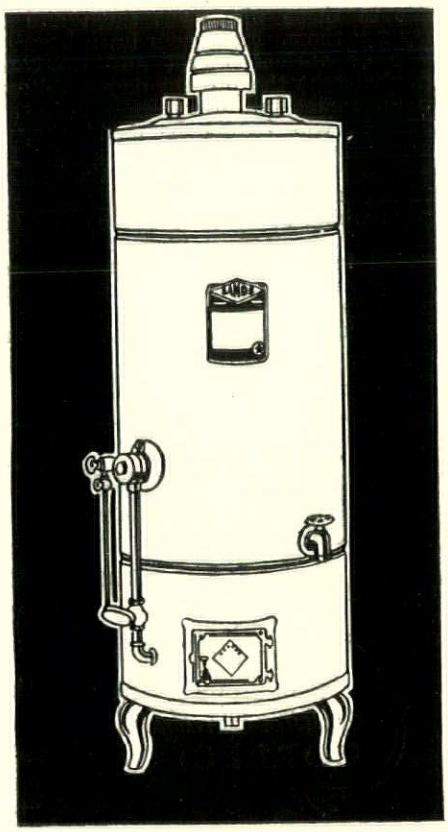

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# WEEKLY BULLETIN

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Published Weekly. Subscription Price: $2.00 per year (Non-Members $5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 10 DETROIT, MICH., APRIL 28, 1936 No. 17

# PRIVATE CONSULTATION ON HOME MORTGAGE PROBLEMS

*The following release from the State Headquarters of the Federal Housing Administration should be of great interest to architects. Through this service clients may be referred to the meetings to be held in their locality.*

*Perhaps no other agency has done more to improve conditions in the home building field and to increase the volume of work. Certainly none has done more for the architect. They have done the very things we have always wanted done but were unable to do ourselves, viz.: to bring about the condition of having a client when considering building consult an architect.*

*For this cooperation the architects certainly should be appreciative of the opportunities presented them and lend every effort to justify toward a continuance.*

From April 27 to May 7 the Federal Housing Administration will hold an "Insured Mortgage Clinic" in Detroit. This is a technical sounding affair, but in reality is a very simple thing, and can be of great value to many residents of Detroit.

**Architects' Luncheon**
**INTERCOLLEGIATE ALUMNI CLUB**
**13th Floor, Penobscot Building**
**Tuesday, April 28th, 12:30 p. m.**

In various schools throughout Detroit, and in the Federal Housing Administration's Office in the National Bank Building, will be stationed during those days men who are skilled in mortgage problems to advise home owners or home seekers, without charge. These men are all experts in the provisions of the National Housing Act.

Over individual desks they will interview privately, confidentially, and free of charge any person who has a problem concerning home financing; whether or not the problem is refinancing an existing lien, obtaining a purchase-money mortgage, or building a home. Each case will be diagnosed separately and if it appears eligible under the terms of the National Housing Act, help will be given in making out an application to be presented to a lending institution for approval. For, under the terms of the National Housing Act, the Federal Housing Administration does not lend any money. We are an insuring agency, insuring approved lending institutions against loss. Now—if you have a mortgage that is about to fall due, you may be helped at this clinic.

If you have a mortgage on your home that is past due, even with delinquent taxes on it, in some cases you may be assisted. If you are buying your property on a land contract and would like the deed to it, perhaps you can get help by bringing your problem to us. If you are buying your property on a land contract and your payments are too heavy and you would like them reduced, sometimes that too can be worked out.

If you have sold a house on a land contract and would like to get your equity out of it, this might

(Continued on Page 3)

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Edwin J. Brunner, Secretary.

439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

# SALE TAX LEGISLATION

*By E. J. Brunner*

It is not too early for the construction industry to give thought about 1937 legislation concerning Michigan's Sales Tax.

In 1933, Act 173 was passed putting a three per cent tax upon persons engaged in the business of selling tangible personal property at retail in Michigan.

The 1935 legislature passed what is called the Flynn amendment to this act which amendment merely eliminated the paying of the tax on goods sold for use in industrial processing or agricultural production, and eliminated tax on goods sold to churches and similar institutions. This amendment was no serious threat to the main structure of the original act.

The possibilities for 1937 include at present an attempt to take the tax off from sale of foods. Another talked of departure will be to lower the rate from three per cent to two per cent.

So much for the general aspects of the approaching situation. The sales tax has proved to be a workable tax and a revenue producer. Haven't heard from any responsible parties who think the principle in general is not a good principle. It is generally conceded that the sales tax is a constructive measure and that it should remain upon the books as the main source for operation of the state.

With these general statements disposed of, let us consider whether there is anything in the structure of the sales tax relating to the construction industry which should be changed.

In this particular and wholly unofficial handling of this subject merely for the purpose of stirring thought in our industry, it is well to adopt a guiding principle.

The guiding principle of this discussion is that any tax structure is best perpetuated and of the most value both to the state and to the people if its provisions are equitable and definite. There can be nothing more harmful to an otherwise sound tax structure than inequity or uncertainty. With adequate revenue pouring in, it certainly would be better to remove inequalities in the application of the tax rather than to lower the rate from three per cent to two per cent.

The possible inequality of the tax as applied to construction is not an involved matter at all. It rests on whether or not a contractor working on a job site is or is not an "industrial processor."

The law as amended by the Flynn Act reads plain enough. Its definition of the "sale at retail" which is the taxable sale reads as follows:

Sec. 1 (b. 1) "The term 'sale at retail' means any transaction by which is transferred for consideration the ownership of tangible personal property, when such transfer is made in the ordinary course of the transferror's business and is made to the transferee for consumption or use other than for consumption or use in industrial processing or agricultural producing, or for any other purpose than for resale in the form of tangible personal property . . ."

It is alleged that the 1935 legislature in putting in the words "other than for consumption or use in industrial processing . . ." did not regard the contracting business as "industrial processing."

But analyze the operations of a contractor on a job as compared with the operations of a manufacturer who has a plant any way you like and you will find that the only difference in their operation is that the manufacturer brings the job to his plant while the contractor carries his plant to the job.

Does it not seem therefore that the construction industry should at least give thought to the matter of whether it will not actually be of lasting benefit to the structure of the sales tax if the legislature in its 1937 session will pass further amendment definitely putting contractors on the job site in the catagory of industrial processors.

This would take the tax off from construction, and after all, structures are taxed during their entire life at least for municipal purposes even if the state tax on real estate should be totally wiped out.

Let us end this brief page with this one thought. It is admitted by all that stimulation of the heavy

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goods industries will stimulate entire recovery. In the face of this is it good policy to leave a three per cent burden on the entire materials for a house which is being built. Think it over.

There is much more which enters into the picture. For instance the tax on construction does not always come from the pocket of the ultimate consumer simply because it is impossible to extract it from that pocket. This produces a condition of inequality in the industry putting a three per cent unfairness on competition.

The state would probably gain by removing the sales tax from construction and very possibly the definite acceptance of the contractor as an "industrial processor" would make the structure of the tax more plumb than it is now.

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## PRIVATE CONSULTATION ON HOME MORTGAGE PROBLEMS

(Continued from Page 1)

be done for you. If you have a first and second mortgage on your property with payments to be made at two places, perhaps you might merge them into one mortgage under the Single Mortgage System of the Federal Housing Administration. If you want to buy a house, or build a house, these experts can tell you the procedure to follow in order to obtain a long-term low-cost loan for that purpose under the National Housing Act.

In closing, we would like to stress the fact that all interviews are private, confidential, and free of charge. Watch the local papers for details.

(1) 1174 National Bank Building—April 27th to May 7th
Hours 9:00 A. M. to 5:00 P. M.

(2) Mackenzie High School, 9275 Wyoming Avenue
Public meeting 8:00 P. M. Monday Eve., April 27th
Confidential interviews — 10:00 A. M. to 9:00 P. M.
Monday and Tuesday, April 27th and 28th

(3) Cooley High School, 15055 Hubbell Avenue
Public meeting 8:00 P. M. Tuesday Eve., April 28th
Confidential interviews — 10:00 A. M. to 9:00 P. M.
Wednesday and Thursday, April 29th and 30th

(4) University of Detroit, Florence Ryan Auditorium, Commerce and Finance Building
Public meeting 8:00 P. M. Thursday Eve., April 30th
Confidential interviews — 10:00 A. M. to 9:00 P. M.
Friday and Saturday, May 1st and 2nd

(5) Jackson Intermediate, 4180 Marlboro Avenue
Public meeting 8:00 P. M. Monday Eve., May 4th
Confidential interviews — 10:00 A. M. to 9:00 P. M.
Monday and Tuesday, May 4th and 5th

(6) Robinson School, 17500 Grover Avenue
Public meeting 8:00 P. M. Tuesday Eve., May 5th
Confidential interviews — 10:00 A. M. to 9:00 P. M.
Wednesday and Thursday, May 6th and 7th

RAYMOND M. FOLEY
State Director
Federal Housing Administration

## ARCHITECTS INVITED

The Wood Conversion Company will be hosts to the Architects at a dinner 6:30 p. m. Thursday, April 30th, 1936, in the main dining room of the Intercollegiate Club, 13th floor of the Penobscot Bldg. It will be worth your while to attend.

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# ARCHITECTS' REPORTS

**Agree, Chas. N.**, 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened, contracts will not be let until May 1.

**Same.**—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

**Same.**—Plans for 2,000 seat theatre and store building, Fenkel and Wyoming ready May 1.

**Same.**—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

**Same.**—Trenton Theatre, Trenton, Mich. Revised figures being taken.

**Same.**—Bids closed April 16 on Rialto Theatre, Bay City.

**Same.**—Contracts on store bldg., Warren and Outer Drive: Masonry, Percheck & Mischkin; struc. steel, Sterling Steel; carpentry, Emil Van Zile; glass and glazing, Pittsburgh Pl. Co.; roofing and sheet metal, Kalt Co.; painting, Nicodemus Kruger; plumbing, heating and ventilating, Ralph Peckham; electrical work, Forbes Electric Co.; tile, General Mosaic.

**Beckbissinger, Frederick**, Saginaw, Mich.—Preparing plans for gym addition to Webber School, Saginaw.

**Same.**—Preparing plans on residence for John Campbell, Saginaw.

**Same.**—Preparing plans on residence for Mrs. E. A. Winkler, Saginaw.

**Bennett & Straight**, 13526 Michigan Ave., OR. 7750.—Plans for 1,200 seat theatre, Mt. Pleasant, Mich. Ready for bids April 30.

**Same.**—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Ready about May 15.

**Same.**—Plans for 1,200 seat theatre to be known as Northtown Theatre, located at 7 Mile Road and Van Dyke. 80x120, 2 shops. Offices on second floor. Ready for bids about May 15.

**Same.**—Plans for one story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Ready about May 1 for figures.

**Same.**—Preparing plans for remodeling of Gladwin Theatre, Detroit. Ready about June 1.

**Confer, Earl L.**, 14601 Grand River, HO. 8767.—Preliminary drawings on Methodist church, Berkley, Mich., completed.

**Same.**—Preparing plans for Doctors' and Dentists' Clinic, Grand River Ave.

**Same.**—Preparing plans for Colonial residence, 4 bedrooms, Westmoreland Ave.

**De Rosiers, Arthur**, 1414 Macabees Bldg., CO. 2178.—Taking figures on addition to St. Stephen's Rectory, New Boston, Mich. Rev. Alphonse, Rector. By invitation.

**Diehl, Geo. F.**—Boiler House, Trenton Valley Distillers Corp. Bids in. Contract to be awarded this week.

**Same.**—Preparing preliminary drawings on Warehouse No. 6. 6 stories. 85x210.

**Hughes, Talmage C.**, 120 Madison Ave., CH. 7660. Residence for Harry Beck, Lot 272, Barrington Rd. Incinerator let to Detroit Incinerator Co. Sash and screen, Detroit Steel Products Co.

**Same.**—Bids closed on residence, 17359 Parkside for Jos. A. Shulte.

**Same.**—Bids closed on residence for W. R. Anderson, S. E. cor. Balfour Rd. and Bremen.

**Same.**—Taking bids on residence for Francis D. Tait, Lot 44, Meadow Lane.

**Same.**—Preparing plans for residence, lot No. 30, Meadow Lane.

**Same.**—Preparing sketches for residence, N. E. cor. Littlefield and Florence.

**Same.**—Caulking on 24 apt. bld. for Robert M. Powell let to John G. Friedrick.

**Jameson, L. B.**, 8580 Jos. Campau, MA. 9146.—Preparing plans for residence, Oakman Blvd. Ready shortly.

**Same.**—Revised plans on store building, Van Dyke and Harper. Bids taken beginning April 21.

**Keyes, Hugh J.**, 747 Free Press Bldg., RA. 7415.—Residence. Owner, L. H. Buhs. Location, Lockmoor Blvd. Taking figures beginning week of April 20.

**Kuni, Wm. H.**, CA. 8550.—Brick veneer residence with attached garage, Palmer Woods, under construction.

**Same.**—Bids on Colonial residence, Pleasant Ridge, closed.

**Same.**—Bids closed on two family flat.

**Same.**—Taking figures on early American residence, Woodstock Ave.

**Marr, Richard**, 415 Brainard, TE. 1-6860.—16 apt. bldg., Merrill-Palmer Subdivision. Bids closed.

**Geo. D. Mason & Co.**—Preparing plans on residence for Mr. Stafford C. Reynolds, 17130 E. Jefferson Ave. 56x34 B. V.

**Merrit & Cole**, LO. 2483.—Plans for church house, Defiance, Ohio, 93x40. Steel construction, masonry and concrete walls, oil heat, composition roofing.

**Mueller, G. A.**, 1346 Broadway, RA. 3763.—Warehouse for American Malting Co. Revised plans refigured by same contractors. Bids due April 25.

**O'Dell & Rowland**, Associate Architects, **Smith, Hinchman & Grylls**, Engineers.—Plans for remodeling of St. John's Church, corner of Woodward and Vernor Highway. Ready about May 1.

**O'Dell & Rowland**, 904 Marquette Bldg., CH. 7877.—Swimming pool and bath house for Grosse Ile

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Country Club. Hunter type, with sand beach, pools 80 ft. radius; bath house 30 ft. x 72 ft., frame, showers, toilet and lockers. Bids closed April 20.

**Same.**—General contract for Fred M. Hammond residence, Bloomfield Hills, let to Heinmiller.

**Same.**—Preparing plans for remodeling of first floor, old Security Trust Co. Bldg., 735 Griswold St., to be new quarters for J. S. Bache & Co. Bids by invitation.

**Phelps & Bernardi,** 1010 Detroit Bank Bldg., CA. 0306.—Bids for alterations, store and warehouse at 12575-85 Gratiot Ave. closed Saturday noon.

**Schley, Cyril Edward,** 605 Lafayette Bldg., CA. 8499.—Figures on alteration to office and factory for Unitor Corp., 5419 Federal St. Contracts affected are plumbing and heating, sprinkler, carpentry, electrical work, plastering, painting, glazing contracts to be let shortly.

**Same.**—Carpenter work on residence for Dr. Streit let to Peter Kochs & Co.; millwork, City Lumber Co.

**Smith Hinchman & Grylls,** 800 Marquette Bldg., 12575-85 Gratiot Ave. closed.

RA. 8825.—Revising plans for alteration to Central M. E. Church. Bids taken shortly.

**Same.**—Preparing plans fo rschool for Children's Home, Mt. Clemens, Mich.

**Tilds, Paul,** 602 Hoffman Bldg., CA. 2610.—Plans completed for residence with attached garage, 60x67, Palmer Woods. Figures by invitation.

**Thornton, Jno. C., Architect; Hughes, Talmage C., Associate,** 120 Madison, CH. 7660.—General contract on residence for Dr. Jno. M. Carter, Lot 18, Renfrew Drive, Sherwood Forest, let to Harold Redfield.

**Weeks, Harry F.,** 133 E. Drayton, Ferndale.—Bids closed on residence in Sherwood Forest Manor.

**Same.**—Bids closed on residence in Northwood Subdivision, Royal Oak.

**Wetzel, B. C. & Co.,** 2317 Dime Bank Bldg., CA. 4941.—Plans completed for store building for Wm. Kreger. Taking bids shortly.

**Same.**—Plans for store building for Peter Sanders, Gratiot Ave.

**Same.**—Addition and remodeling of building, Woodward Ave. 24 bowling alleys. Plans completed shortly.

**Wright, D. Allen,** 133 W. Gd. Blvd., LA. 4572.—Figures on residence, Outer Drive near Livernois, closed April 16.

**Same.**—Alteration and addition to house, Bingham Road. Owner taking figures.

**Wright, Frank H.,** 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Figures taken by invitation.

**Same.**—Taking figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs. By invitation.

## ROBERT W. TEBBS WELL KNOWN ARCHITECTURAL PHOTOGRAPHER ESTABLISHES DETROIT OFFICE

The Michigan Society of Architects has just received information that Robert W. Tebbs, the well known architects' and decorators' photographer of New York and Plainfield New Jersey has appointed a Detroit representative with permanent offices here.

Mr. Tebbs anticipates spending from two to three months each year in this part of the country to take care of the many assignments that the members of our guild will arrange with him.

Mr. Tebbs has specialized for over thirty years exclusively in the architects' and decorators' photographic needs. His work has been acclaimed as outstanding throughout the country and for many years has appeared in the following magazines: Town & Country, Country Life, House Beautiful, American Homes, House & Garden, Architecture, American Architect, Architectural Forum, Architectural Record and Country Life in England. He is highly recommended by architects from coast to coast and a list of the homes he has photographed for architects, decorators and landscape gardeners would, in reality, be a list of America's "Who's Who", amongst which are the homes of Eugene O'Neill, J. Pierpont Morgan, James B. Duke, many assignments for McKim, Mead & White, Graham, Anderson, Probst & White of Chicago and many homes for Nancy McClellan, well known interior decorator of New York.

Recommended by the Architects of America
**ROBERT W. TEBBS**
PHOTOGRAPHER TO
ARCHITECTS AND DECORATORS
**Studios: New York and Plainfield, N. J.**
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Detroit Representative

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*Keeps moisture from the gypsum core*
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DETROIT, MICH.

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GENERAL CONTRACTORS
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**PUNCH AND JUDY THEATRE**
**Kercheval at Fisher Road NIagara 3898**
WEDNESDAY—THURSDAY APRIL 29—30
**Franchot Tone** in **"Exclusive Story"** plus
**George M. Cohan's "Song and Dance Man"**
FRIDAY—SATURDAY MAY 1—2
**Stan Laurel, Oliver Hardy** in **"Bohemian Girl"**
**Saturday 11 P. M.—Richard Arlen** in
**"The Calling of Dan Matthews"**
SUN.—MON.—TUES. MAY 3—4—5
**Warner Baxter** and **Gloria Stuart** in
**"The Prisoner of Shark Island"**

Mr. Tebbs is now arranging his summer itinerary and will be in Detroit during the months of June and July where he has several commission to do work. His representative is very anxious to get in touch with all architects and decorators who may have some particular photographic need, also landscape gardeners who may wish their work photographed while the foliage is in bloom.

Due to the tact that he has arranged a special trip to this city his prices will be found very attractive.

Mrs. Belle LaRose, who is in charge of Mr. Tebb's Detroit office will be very glad to call upon any architect, builder, interior decorator and landscape gardener who may have need of photographic service, and will present sample prints and magazine reproductions of some of Mr. Tebb's work together with prices. Mrs. LaRose's telephone number and address will be found in the advertising column of this paper. A telephone call or letter will be promptly acknowledged.

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The officers of the Manistique Lumber & Supply Company have organized the O'Hara-Quinlan Lumber Company and will conduct their retail business under that name on and after April 1, 1936. The same prompt and courteous service awaits you. 14811 Meyers Road. HOgarth 5110.

**"I believe no one knows better than the architect how essential planting is to a proper setting for his building."**

**WILLIAM G. BAXTER**

LANDSCAPE ARCHITECT
GARDEN DESIGNER

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**5914-5938 Twelfth Street**

Phone MAdison 3500 Detroit, Mich.

# A NEW VIEWPOINT ON AN OLD SUBJECT

*The following facts on outdoor advertising is presented through the courtesy of Mr. J. Philip McDonnell and Walker & Company.*

At the request of one of the former officers of the Detroit Chapter of the American Institute of Architects, we present herein the principal ramifications of the Outdoor Advertising Industry in the rope that a line of demarcation between our organized and the unorganized operations may be more intelligently and readily drawn by both the Michigan Society of Architects and hte American Institute.

This treatise will likewise serve as a reply to the several provisions of the Resolution adopted by the American Institute of Architects at its 67th Annual Convention held in Milwaukee, Wis., May 28-31, 1935.

As we all know, the connecting link between mass or large scale Production and Consumption is Distribution. Since an economical force is required to properly co-ordinate these three vital elements advertising becomes an essential factor in modern business. Advertising is the vehicle by which the merchant or manufacturer can present a message concerning his product or service to the great numbers of people who comprise his markets. Advertising can familiarize people with his name, his trade-mark, and the quality of his goods. Under certain conditions effective advertising can go a step further and create a desire to possess new and different commodities.

The essential attributes of a primary advertising medium necessary to place the message of an advertiser before the public in an efficient, effective and economical manner are: Availability, Circulation Value, Attention Value, Impression Value, Repetition Value, and Economy. Consideration of these basic factors shows logically why Outdoor Advertising fulfills all the requirements of scientific publicity. Its importance and indispensibility have been thoroughly established in modern manufacture and marketing.

There are two fundamental types of Outdoor Advertising—Poster and Painted Display.

The poster, or lithographed advertising copy, reproduced from an artist's sketch, is posted on panels uniform in size and construction, the overall dimensions of which are 12 feet in height by 25 feet in length. When posted on the panel, a white paper mat known as "blanking" surrounds the poster, setting it off like a picture in a frame. An ornamental moulding, painted olive green, comprises the frame of this picture, or standard poster panel.

These standard poster panels are erected and maintained within the populated areas of a city or town, on primary streets in strategic locations where the public can most easily see them and where traffic is heaviest. They are thoroughly distributed throughout the entire city or town since the purpose is to give each advertiser an even and well balanced distribution of panels in the entire community.

Poster Advertising Panels are sold in units called "Equalized Showings". All Showings of the same size in a city or town consist of the same number of panels and are equal, as far as possible, in distribution, coverage, and advertising value.

The time unit for the Poster Showing is a calendar month. A complete Poster Advertising Campaign is continuous with a change of Posters monthly, but seasonal Campaigns may be used for a series of months or even a single month. The advertiser is thus enabled to spread his message for any chosen length of time over the entire nation or a part

thereof, or confine it to a selected state, city or town, consistent with his marketing conditions.

Painted Bulletin or Painted Display is the name applied to an individual structure, built of steel and wood, on the surface of which is the advertisement, reproduced from an artist's sketch, is painted. These bulletins may be located on the roofs or walls of buildings, or on the ground.

They are placed upon carefully chosen locations within a city, or along suburban arteries, or on commercial highways, or along trunk line railroads. They are built to dominate, to be individual and attractive, and to give an impression of permanence to the advertiser's institution and message. These bulletins range from 12½ by 32 feet to 12½ by 47 feet, or thereabouts, in point of size. The mouldings and bases are white, or some other light shade, and these are kept clean and presentable at all times.

Circulation is the accepted basis for advertising values in all advertising media. To properly establish and prove the basic value for a Poster Showing or a Painted Display Unit circulation figures must be and are available to the advertiser.

At this juncture it is well to note that the organized outdoor advertising industry, as represented by the members of the National and State Trade Organizations (further defined elsewhere herein), shall not place, post , paint or maintain structures:

1. On rocks, posts, trees, fences, or barricades.
2. On streets or those portions of streets which are purely residential in their nature or in other locations where the resentment of reasonably minded persons would be justified.
3. On streets facing public parks where the streets surrounding the park are residential.
4. On locations that interfere with the view of natural scenic beauty spots.
5. On any locations except property owned or leased.
6. So as to create a hazard to traffic.

These regulations mean that no standard outdoor advertising structure shall be built nearer than five hundred feet to a railroad crossing or highway intersection, unless of course the crossing is obstructed by buildings or trees, or protected by crossing gates or guards; that no standard outdoor advertising structure shall be located near a highway intersection so as to obstruct the view of approaching automobiles for a distance of at least two hundred feet from the intersection; and that no standard outdoor advertising structure shall be located on the inside of a curve in any way to prevent a clear view of the highway for three hundred feet ahead.

The trade organization of this industry is known as the Outdoor Advertising Association of America, Inc. Affiliated with this national or parent organization is the local or subordinate association, one of which exists in and comprises all the operators of standarized poster and painted display plants in each state. For instance in Michigan, the local organization or first contact between the organized operations and its membership is known as the Outdoor Advertising Association of Michigan.

The objects of the Association is to provide for the American business community an efficient and economical instrument of distribution; to insure through standarization of practice and structure a scientific advertising medium; and to advance the common interests of those engaged in the business of advertising.

The acceptance ot membership in the Association implies an acceptance of all the provisions of the Constitution & By-Laws of the Association and of such proper resolutions as may have been regularly adopted by the members or their duly elected Board of Directors.

There are at the present time approximately 17,000 membership cities and towns throughout the United States, and these are represented by more than 1,000 individual plant operators whose duty it is, and whose practice it has been, to observe and adhere to the Association's construction, maintenance, and service regulations.

(To Be Continued in Next Issue)

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LONGFELLOW 5770-1-2-3

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COMPLETE LUMBER SERVICE
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PLaza 9460

"Standard" PLUMBING FIXTURES
*"Most Modern, Complete Display Rooms in the Middle West"*
**Murray W. Sales & Co.**
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WYANDOTTE

## REGISTERED ARCHITECTS

**(Since Mar. 1st, 1936)**

*Dittmer, Ralph T.—1817 Magnolia Ave., Flint
*Pine, Harold E.—12072 Grand River Ave., Detroit
Phillip, Hardie—2 West 47th St., New York, N. Y.
*Snyder, Leon R., Jr.—614 City National Bank Bldg., Battle Creek
*Webster, Morris—18901 Grand River Ave., Detroit

**RENEWED REGISTRATION**

Angell, Harry S.—1015 Transportation Bldg., Detroit
Cole, Lyle S.—1111 Collingwood Ave., Detroit
Colton, Harry L.—Asso. of Commerce Bldg., Grand Rapids
Francisco, Ferris L.—511 Fifth Ave., New York
Hunter, Don W.—2401 Calvert St., N. W., Washington, D. C.
Ingall, Morton H.—4140 Cornell Ave., Dearborn
Jacobus, Robert F.—511 Fifth Ave., New York City
McDonnell, J. Philip—1448 Buhl Bldg., Detroit
Merritt, Gerald M.—1111 Collingwood, Detroit

*By written examination.

## OCTAGON FIRE

*1814 White House Saved as Draperies Blaze*

Fire yesterday threatened a Washington landmark, the Octagon House at Eighteenth street and New York avenue northwest, once the Nation's executive mansion.

Firemen tramped up the winding staircase formerly trod by the dainty feet of Molly Madison and extinguished the flames. confined to curtains and drapes.

James Cypress, caretaker of the house for the American Institute of Architects, was unable to account for the origin of the blaze.

The dwelling, built in 1800 by Col. John Tayloe, was occupied by President Madison after the British burned the White House in 1814.


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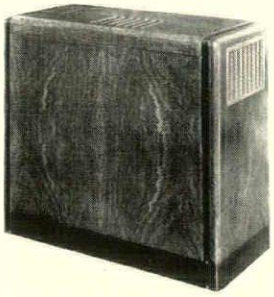

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In many homes today, surveys show, children are actually becoming near-sighted because of poor lighting. Precious eyesight is being impaired because parents do not realize how much light is needed for visual tasks. (Glaring light from unshaded lamps can be as harmful as insufficient light.) The SIGHT METER ends all doubt and uncertainty as to the adequacy of home lighting. This sensitive instrument measures light with extreme accuracy and tells how much light your eyes need to safeguard vision and assure comfortable, easy seeing. You are invited to use a Sight Meter at any time, without charge or obligation, to aid you in your lighting recommendations. Call Randolph 6800 and ask for the Lighting Division.

There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

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